

Total No. of Questions : 5]

SEAT No. :

PF-5745

[Total No. of Pages : 2

[6648]-727

M.B.A.

**MKT-612MJ : Sales & Distribution Management
(2024 Pattern) (Semester - III)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Each question carries 10 marks.
- 3) Each question has an internal option.

Q1) Attempt any five :

[10]

- a) Define Sales Management
- b) Define the Concept of Selection
- c) Sales refer to Goods and services
- d) What is Personal Selling
- e) What is Sales Promotion?
- f) Define Selling and Marketing
- g) What is Sales Forecasting.
- h) What is Sales Force Management

Q2) Attempt any 2 :

[10]

- a) Differentiate between Personal selling and Direct Selling.
- b) Describe Franchising. Explain its advantages and Disadvantages.
- c) Explain Vertical Marketing System.

Q3) a) Define Sales Organization state its objectives and structure in detail.[10]

OR

- b) What is E Tailing. Write its advantages and Disadvantages.

P.T.O.

Q4) a) What is Wholesaling. Discuss its importance for markets. **[10]**

OR

b) What is Sales Force. Explain its importance for an FMCG company.

Q5) a) Define Distribution management. Develop a distribution system for a Consumer Durable company. **[10]**

OR

b) Logistic Management is an important factor in distribution. Explain with relevant examples.

