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MASTER OF BUSINESS ADMINISTRATION (M.B.A.)
EXAMINATION : DECEMBER - 2023
SEMESTER - IV

Sub: Sales and Distribution Management (MMM406)

Date: 28/12/2023

Total marks: 60

Time: 10.00am to 12.30pm

SECTION – I

Q. 1. Fill in the blanks.

(5)

1. Which of the following statements about sales force management is true?
 - a) Personal selling is usually less expensive than advertising
 - b) Sales management is no different from any other kind of management
 - c) As organizations implement the marketing concept, they soon realize how important it is to be sales-oriented
 - d) The sales force is the firm's most direct link to the customer
2. The difference between transactional selling and relationship selling is_____.
 - a) In transaction, selling buyers must pay cash
 - b) In relationship selling, sellers work to provide value to their customers
 - c) In relationship selling, buyers and sellers must be related
 - d) In transaction selling, sellers provide greater service
3. With respect to a channel of distribution, the number of intermediary levels within the channel indicates the _____ of a channel.
 - a) Width
 - b) Depth
 - c) length
 - d) height
4. _____ is a group of people working together to achieve the objective of sales.
 - a) Sales Organization
 - b) Sales Team
 - c) Salesforce
 - d) Salesforce Management
5. _____ is a financial plan depicting how resources should best be allocated to achieve the forecasted sales.
 - a) Sales plan
 - b) Sales Control
 - c) Sales Audit
 - d) Sales Budget

Q. 2. Answer the following. (Any Two)

(20)

1. Developing a successful sales organization involves adapting organizational processes and structure to meet the demands of the ever-changing market place. Comment on this statement.
2. Define personal selling. Also explain personal selling process.
3. Enlist and discuss various sources of recruitment citing suitable examples.
4. Differentiate between wholesaling and retailing.

Q. 3. Write notes on. (Any Two) **(10)**

1. Role of sales manager in a marketing organization
2. Use of social media in sales management
3. e - Commerce

SECTION – II

Q. 4. Case Study **(15)**

Chem Phos Ltd. was selling chemicals. Its chief executive officer Mr. Dave believed in top to bottom style of management. The company incurred losses to the extent that it reached the stage of liquidation. A new chief executive officer, Mr. D'souza was appointed who took the following steps:

- i) He adopted turnaround strategy to convert the loss making company into profit making one.
- ii) He developed manpower planning process to review policies with respect to appointments, dismissals and performance appraisals.
- iii) He implemented a management accounting system to cut down costs at divisional level.

In the personnel department, change in strategy resulted in reduction in work force by about 15 percent. A new policy of promotions from within was also introduced to provide incentives to the existing workforce to increase their efficiency. As a result, sales doubled and return on equity almost tripled.

Questions:

- 1) Which grand strategy the new chief executive officer adopted?
- 2) What other alternative strategic options were available to him?
- 3) Suggest a suitable title for the above case.

Q. 5. Answer the following: **(10)**

- a) Explain various retailing formats with suitable examples.

OR

- b) Discuss the role of logistics in distribution management?