



WINTER-2023		
Exam Seat No.:		
Academic Year:2023-2024	Semester:III	
Name of Programme:MBA	Pattern:2022	
Name of Course:Sales and Distribution Management	Course Code:MBA22 3 1 06	
Max. Marks:60	Duration:2hrs 30min	

<p><b>Instructions:</b> Candidates should read carefully the instructions printed on the Question Paper and on the cover page of the Answer Book, which is provided for their use.</p> <ol style="list-style-type: none"><li>1. This question paper contains <u>2</u> page(s).</li><li>2. Answer to each new question is to be started on a new page.</li><li>3. Assume suitable data wherever required, but justify it.</li><li>4. Draw the neat labelled diagrams, wherever necessary.</li><li>5. The last columns indicates the Course Outcome and level of Blooms Taxonomy of the Question/sub-question.</li><li>6. Question 1 and 2 are compulsory. Solve a or b and c or d from question number 3,4 and 5</li></ol>	
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**Question No. 1 Attempt following Question**

- 1a) What are various sources of prospects? (6) CO1

**Question No. 2 Attempt following Question**

- 2a) Discuss the functions of sales person. (6) CO2

**Question No. 3 Attempt following Question**

- 3a) Illustrate types sales route used by organizations. (8) CO3

**OR**

- 3b) Define sales budget and what is the importance of sales budget. (8) CO3

- 3c) Analyze the internal factors influencing Sales Budget. (8) CO3

**OR**

- 3d) Outline the external factors that influence Sales Budget. (8) CO3

**Question No. 4 Attempt following Question**

- 4a) Justify the challenges faced by Amazon.com for physical distribution and how did they overcome it using Information Technology (IT) and what were the implications of effective SCM for Amazon.com. (8) CO4

**OR**

4b) What is channel design? Explain the steps involved in channel design with an example. (8) CO4

4c) Summarize Build to order model used by Dell. Analyze the importance of Supplier Logistics Centers for Dell with the help of block diagram. (8) CO4

**OR**

4d) Explain Loading and unloading docks with the help of block diagram. Outline the benefits of warehouses in physical distribution. (8) CO4

**Question No. 5 Attempt following Question**

5a) What are the current trends and developments in E- tailing. (8) CO5

**OR**

5b) Explain: (8) CO5

1. JIT

2. Reorder Point (ROP) and its formula

3. EOQ and its formula

5c) Derive the functions as a wholesaler and the decisions to be made while working as a wholesaler? (8) CO5

**OR**

5d) Why businesses prefer E- tailing. What are the advantages of E-tailing and drawbacks of E-tailing? (8) CO5