



	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>Instructions: 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">1. This question paper contains <u>2</u> page(s).2. Answer to each new question is to be started on a new page.3. Assume suitable data wherever required, but justify it.4. Draw the neat labelled diagrams, wherever necessary.5. The last columns indicates the Course Outcome and level of Blooms Taxonomy of the Question/sub-question.6. Question 1 and 2 are compulsory. Solve a or b and c or d from question number 3,4 and 5	
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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