



K. K. Wagh Institute of Engineering Education & Research, Nashik
(An Autonomous Institute From A.Y. 2022-23)

SUMMER-2024	
Exam Seat No.:	
Academic Year:2023-2024	Semester:III
Class:SY	Program:MBA
Branch Code:M.B.A.	Pattern:2022
Name of Course:Sales and Distribution Management	Course Code:MBA223106
Max. Marks:60	Duration:2.30 Hrs.

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.

1. This question paper contains __2__ 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.

Question No. 1 Attempt following Question

- 1a) What are common mistakes in sales? (6) CO1

Question No. 2 Attempt following Question

- 2a) Summarize the advantages of decentralized salesforce management (6) CO2

Question No. 3 Attempt following Question

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

OR

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

- 3c) Examine the Internal Factors Influencing Sales Budget (8) CO3

OR

- 3d) Determine how External Factors Influence Sales Budget (8) CO3

Question No. 4 Attempt following Question

- 4a) Explain challenges faced during physical distribution and use of Information Technology (IT) to overcome with an example (8) CO4

OR

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

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

OR

- 4d) Analyze the importance of Supplier Logistics Centers for Dell with the help of block diagram. (8) CO4

Question No. 5 Attempt following Question

- 5a) What will be your functions as a wholesaler and the decisions to be made while working as a wholesaler? (8) CO5

OR

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

- 5c) Explain the terms (8) CO5

1. JIT

2. Reorder Point (ROP) and its formula

3. EOQ and its formula

OR

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

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