



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

InSem Examination-I Winter2025	
Exam Seat No.:	
Academic Year:2025-2026	Semester:III
Class:PG-II	Program:MBA
Branch Code:10	Pattern:2022
Name of Course:Sales and Distribution Management	Course Code:MBA22 3 1 06
Max. Marks:30	Duration:1.15 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 1 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. Q1& Q3 are compulsory and Choose (a) or (b) from Q2 & Q4

Marks CO

Question No. 1

- 1 a) Write in brief the 3 principles of Personal Selling. (3) CO1
1 b) Define Sales Management.Give 3 points of difference between Selling and Marketing. (4) CO1

Question No. 2

- 2 a) Explain in detail the personal selling process with examples. (8) CO1

OR

- 2 b) The actual demand data of two-wheelers from May20-Sep20 will be considered which is 100, 150, 200, 180 and 300 respectively. Calculate the Forecast of August'20, September'20 and October20 by using Weighted Moving Average Method. We have assigned weights 0.12 to May20, 0.38 to Jun20, 0.50 to Jul20. Draw a table showing the same. (8) CO1

Question No. 3

- 3 a) Elaborate any 3 functions of a Sales Person. (3) CO2
3 b) Write a short note on Qualities of Effective Sales Executive. (4) CO2

Question No. 4

- 4 a) Define Sales Organisation. Illustrate 5 Steps of Sales Organisation Development. (8) CO2

OR

- 4 b) Write a note on Line Authority, Staff Authority and Functional Authority with a neat diagram. (8) CO2

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