



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

WINTER-2025	
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: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.
6. Q1 & Q2 are compulsory and Choose (a) or (b) and (c) or (d) from Q3,Q4 and Q5.

Marks CO

Question No. 1

- 1a) Explain the given below Principles of Personal Selling in detail. (6) CO1
1)Professionalism 2)Negotiation 3)Relationship Marketing

Question No. 2

- 2a) Explain in detail the personal selling process with examples. (6) CO2

Question No. 3

- 3a) What is Sales Budget?Discuss the importance of Making a Sales Budget.Also write down 3 points on Purpose of Sales Budget. (8) CO3

OR

- 3b) What is Sales Territory?Elaborate all 4 Steps to Plan and define Sales Territory. (8) CO3
3c) Explain the Quota Setting Process.Write a short note on Top Down and Bottoms Up Approach for setting Quotas with neat diagram. (8) CO3

OR

- 3d) Elaborate the Types of Sales Quotas with an example for each type. (8) CO3

Question No. 4

- 4a) What is Channel Design?Determine detailed Process of Channel design. (8) CO4

OR

- 4b) Elaborate on the type of Intermediaries with suitable examples.Also write a note on Intensive,Extensive and Selective distribution. (8) CO4
4c) Illustrate the key metrics for Measuring Marketing Channel Performance. (8) CO4

OR

4d) Explain term Physical Distribution.Elaborate all its 4 Elements. (8) CO4

Question No. 5

5a) Write Short note on 1)Merchant Wholesaling 2)Industrial Distributors (8) CO5

OR

5b) What is Retailing?Suggest atleast 7 Retailing Strategies. (8) CO5

5c) Write a note on Advantages and Disadvantages of E-tailing. (8) CO5

OR

5d) Explain the Types of Electronic Retailing (E-tailing). (8) CO5

..... End of question paper.....