Program:	**T.Y.B.COM (MS)**	**Semester:**	**V**	**Program Code:**	**UGMS02**
Course:	**Sales and Distribution Management**			**Course Code:**	**NUMS507**

Duration: 2 Hours **Examination Pattern:** NEP Autonomous External **Max. Marks:** 60

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.
4. CO (Course Outcome), KL (Knowledge Level).

Examination:

REGULAR

Q. 1	(a)	**Fill in the blanks with an appropriate answer from the alternatives given.**					[08]	CO's	KL's
		I	The sales management approach that emphasizes movement from effectiveness toward efficiency reflects a development in _____.					CO1	L1
			a.	Sales management	b.	Production control			
			c.	Financial auditing	d.	Inventory coding			
		II	A sales organization arranged according to customer groups is a _____ structure.					CO1	L1
			a.	Product based	b.	Market based			
			c.	Territory based	d.	Functional			
		III	A quota based on the number of sales activities performed is an _____ quota.					CO2	L1
			a.	Value	b.	Volume			
			c.	Activity	d.	Combination			
		IV	A method that estimates future sales using available forecasting approaches is called _____.					CO2	L1
			a.	Sales forecasting	b.	Channel control			
			c.	Conflict resolution	d.	Sales audit			
		V	A distribution strategy in which a product is offered through one or very few authorized outlets in a market is _____.					CO3	L2
			a.	Intensive	b.	Selective			
			c.	Exclusive	d.	Combination			

		VI	Conflict between different levels of a distribution channel is known as _____ conflict.						CO3	L1
			a.	Horizontal	b.	Vertical				
			c.	Personal	d.	Functional				
		VII	Effectiveness, efficiency and equity are used in evaluating _____.						CO4	L2
			a.	Distribution channel performance	cb.	Sales quota only				
			c.	Selling theories	d.	Sales organization structures				
		VIII	Budgets and reports can be used as instruments of _____.						CO4	L2
			a.	Channel control	b.	Sales forecasting				
			c.	Territory creation	d.	Closing a sale				
	(b)	**State whether the following statements are true or false.**						[07]	CO1	L2
		I	Professionalism in selling is identified as a development in sales management.						CO1	L1
		II	Internal marketing has no connection with sales management developments.						CO1	L2
		III	Combination quota can incorporate more than one basis of performance.						CO2	L2
		IV	Negotiation skill is one of the selling skills listed in the syllabus.						CO2	L1
		V	Channel design is a factor in effective management of distribution channels.						CO3	L1
		VI	Horizontal conflict occurs between different levels of a channel.						CO3	L2
		VII	Key Result Areas can be used in sales performance evaluation.						CO4	L1
Q. 2		**Attempt any TWO of the following.**						15	CO's	KL's
	(a)	Explain the qualities of a sales manager and relate them to effective sales management.						[08]	CO1	L3
	(b)	Apply the concept of sales territories to the allocation of salespeople.						[07]	CO2	L3
		OR								
	(c)	Explain the functions of wholesalers, distributors and retailers in a distribution channel.						[08]	CO3	L2
	(d)	Explain the methods of supervising and controlling a sales force.						[07]	CO4	L2

Q. 3		**Attempt any TWO of the following.**	**15**	**CO's**	**KL's**
	(a)	Evaluate the use of effectiveness and efficiency as measures of sales and distribution performance.	[08]	CO4	L5
	(b)	Assess the role of equity and suitable control instruments in improving distribution channel performance.	[07]	CO4	L5
		OR			
	(c)	Design a suitable distribution system by considering product characteristics, locational demand and pricing policy	[08]	CO3	L6
	(d)	Evaluate the role of speed/efficiency and distribution cost in selecting an appropriate distribution system	[07]	CO3	L5
Q.4		**Case Study**	[15]		
		Medicare Consumer Products employs 25 sales representatives to sell healthcare and personal-care products to pharmacies and retail stores. Management traditionally evaluates sales representatives mainly on sales revenue. Recently, two representatives, Asha and Neha, achieved almost identical sales revenue. However, their overall performance was different. Asha regularly visited customers, maintained good relationships, generated repeat orders and submitted reports on time. Neha achieved her sales target but made fewer customer visits and spent considerably more on selling activities. Several customers also complained about delayed responses from Neha. The Sales Manager realizes that evaluating employees only on sales revenue may not provide a complete picture of sales performance. Management wants to introduce Key Result Areas and regular sales performance reviews.			
	a.	Analyze the limitations of evaluating salespeople only on sales revenue.	[05]	CO4	L4
	b.	Evaluate suitable KRAs for assessing the performance of Asha and Neha.	[05]	CO4	L5
	c.	Recommend suitable methods of supervision and sales performance review.	[05]	CO4	L3

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