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Roll No. ....

**CC-374**

**M.B.A. EXAMINATION, Dec. 2018**

(Third & Fourth Semester)

(Old Scheme) (Re-appear Only)

MM07

SALES AND DISTRIBUTION  
MANAGEMENT

*Time : 3 Hours]*

*[Maximum Marks : 70*

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Before answering the question-paper candidates should ensure that they have been supplied to correct and complete question-paper. No complaint, in this regard, will be entertained after the examination.

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**Note :** Attempt *Five* questions in all, selecting at least *one* question from each Unit. All questions carry equal marks.

(2-48/5) M-CC-374

**P.T.O.**

### **Unit I**

1. Suggest sales strategies for FMCG company having its operation in the domestic market. Make suitable assumptions, if needed.
2. “It is believed that sales management has various functions to carry out and without proper sales management survival of business becomes difficult.” Comment on the statement.

### **Unit II**

3. What are the important criteria used by insurance companies to recruit and select the deserving candidates for sales job ?
4. Evaluation of sales force is an important tool to improve the performance of sales personnel. Illustrate various methods used to evaluate sales force.

### **Unit III**

5. Draw the outline of a distribution strategy for a company selling pharmaceutical products. Give valid justification for adoption a particular distribution strategy.

6. What are the reasons leading to channel conflicts ? What efforts should be taken by organisations to eliminate these channel conflicts ?

### **Unit IV**

7. How supply chain network should be designed for soft drink designed and discuss the factors influencing distributing network design.
8. What are different modes of transport in India ? How these modes are helpful in the distribution of goods ?