

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(END SEMESTER EXAMINATION)**

**CLASS: MBA
BRANCH: MANAGEMENT**

**SEMESTER : III
SESSION : MO/2022**

SUBJECT: MT519 SALES AND DISTRIBUTION MANAGEMENT

TIME: 3:00 Hours

FULL MARKS: 50

INSTRUCTIONS:

1. The question paper contains 5 questions each of 10 marks and total 50 marks.
 2. Attempt all questions.
 3. The missing data, if any, may be assumed suitably.
 4. Before attempting the question paper, be sure that you have got the correct question paper.
 5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.
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- Q.1 As a sales executive of a leading truck manufacturer, devise the steps you will be undertaking for selling trucks. You are required to explain each step of sales process adopted by you. (CO1) (BL6) [10]
- Q.2(a) What is a sales organization? Discuss different types of sales organization structures. (CO2) (BL2) [5]
Q.2(b) Briefly explain different types of sales quota. Which sales quota is suitable for an FMCG company sales representatives? Justify your answer. (CO2) (BL5) [5]
- Q.3(a) Discuss the emerging trends in sales management. (CO3) (BL2) [5]
Q.3(b) Analyze the role of Artificial intelligence in predictive sales forecasting. (CO3) (BL4) [5]
- Q.4(a) What is physical distribution? Discuss the importance of logistics information system in physical distribution. (CO4) (BL2) [5]
Q.4(b) Analyze importance of warehouse in physical distribution. Support your answer with relevant examples (CO4) (BL4) [5]
- Q.5(a) What factors you will consider in channel design decision? Explain (CO5) (BL2) [5]
Q.5(b) Discuss different legal issues in channel management. Suggest steps for managing the legal issues in channel management. (CO5) (BL3) [5]

:::24/11/2022:::M