



# BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES

3<sup>rd</sup> SEMESTER (BATCH 2018-20)

## CLASS TEST - II

### Sales & Distribution Management (18MBA-302A)

**Total Marks : 15**

**Time: 1 Hour**

**Q1. Answer all the followings :**

**(5X1 Mark)**

- a) What are the four types of utilities a distribution system usually provides?
- b) Hybrid channel
- c) Reverse logistics
- d) Non store Retailing
- e) Intensive distribution

**Q2. Answer any two of the following questions briefly.**

**(2X2½ Marks)**

- a) Explain the different channel systems with help of examples.
- b) Calculate the distribution width and weighted distribution for data given below.

Universe	Distribution of Product	Sales of Category
Store #1	1	10
Store #2	1	20
Store #3	1	10
Store #4	0	50
Store #5	1	20

- c) A retailer sells toys after buying from wholesaler who in turn buys from manufacturer. Wholesaler gets 15% on its selling price, retailer gets 30% markup on costs. The manufacturer sells the toy at Rs. 40 to wholesaler. What is the price at which consumer gets the toy?

**Q3. Answer any one of the following question elaborately.**

**(1X5 Marks)**

- a) What do you understand by supply chain management? Explain with help of online retailer Flipkart.
- b) Why do conflicts occur in distribution channel? As a sales manager how you would resolve a channel conflict?

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# **BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES**

**3<sup>rd</sup> SEMESTER (BATCH 2017-19)**

## **CLASS TEST - II**

### **Sales & Distribution Management (MNG-304A)**

**Total Marks : 15**

**Time: 1 Hour**

*(Answer as per the instruction given in each question)*

**I. Answer the following briefly: (5X1 mark)**

1. What are the four types of utilities a distribution system usually provides?
2. Hybrid channel
3. Reverse logistics
4. Non store Retailing
5. Intensive distribution

**II. Answer the following questions briefly. (2X2½ Marks)**

1. Write a note on relevance of effective supply chain management.
2. Why do conflicts occur in distribution channel? As a sales manager how you would resolve a channel conflict?
3. Explain different types of marketing channel systems available for distribution.

**III. Answer the question elaborately. (1X5 Marks)**

1. Channel design process takes into account both logistical and commercial aspects of a specific channel. "Explain the statement and discuss the steps involved in designing a customer oriented channel of distribution.
2. As a sales manager of a MNC give the reasons of difference in consumer expectation across countries. Explain various modes of international entry decisions along with their implication.

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# **BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES**

**3<sup>rd</sup> SEMESTER (BATCH 2016-18)**

## **CLASS TEST - II**

### **Sales & Distribution Management (MNG-304A)**

**Total Marks : 15**

**Time: 1 Hour**

*(Answer as per the instruction given in each question)*

**1. Answer the following term briefly:**

**(5X1 mark)**

- a) Pre-Approach
- b) Intensive distribution
- c) Piggyback
- d) Reverse logistics
- e) Horizontal conflict

**2. Answer the following questions briefly.**

**(2X2½ Marks)**

- a) Discuss the relevance of Physical Distribution System.
- b) Discuss the importance of Personal Selling?
- c) What are the different types of conflicts in distribution channel?

**3. Answer the question elaborately.**

**(1X5 Marks)**

- a) Discuss the different foreign market entry strategies.
- b) What are sales? Discuss the need for sales organization.

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**BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES**

**3<sup>rd</sup> SEMESTER (BATCH 2015-17)**

**CLASS TEST - II**

**Sales & Distribution Management (MNG-304A)**

**Total Marks : 15**

**Time: 1 Hour**

*(Answer as per the instruction given in each question)*

**I. Answer all the following:**

**[1x5=5]**

1. What is corporate VMS?
2. What is multi-channel marketing system?
3. What is a Merchant wholesaler?
4. What is Non-store retailing?
5. Define Zero channel level?

**II. Answer any two questions :**

**[2.5x2=5]**

1. Write different reasons for channel conflict.
2. Write different patterns of distribution with example.
3. Explain different factors that influence in channel selection.

**III. Answer any one question :**

**[5 Marks]**

1. Explain VMS and its types.
2. Explain various steps in designing a distribution channel.



# **BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES**

**3<sup>rd</sup> SEMESTER (BATCH 2014-16)**

**CLASS TEST – I I**

## **Sales & Distribution Management (MBA-304A)**

**Total Marks : 15**

**Time: 1 Hour**

*(Answer as per the instruction given in each question)*

**1. Explain the following terms :**

**[1x5=5]**

- a) Pre-Approach
- b) Executive Judgement method
- c) Activity quota
- d) Negotiation
- e) Breakdown method

**2. Answer any two questions :**

**[2.5x2=5]**

- a) “Today’s world demands for point sales volume quota rather than unit sales volume quota”. Explain and verify the statement.
- b) Which kind of territory is applicable for the following types of routing pattern?
  - i) Cloverleaf
  - ii) Hopscotch
- c) Discuss the pros and cons of cold calling. Is it more appropriate for certain industries or product types than others?

**3. Answer any one question :**

**[5 Marks]**

- a) Explain “salesmanship”. Can we change the personal selling stages? Explain.
- b) What do you mean by Sales Force? Describe the major steps of Sales Force Management.