

Dr. Babasaheb Ambedkar Open University, Ahmedabad

Term-End Examination : January-2026

Course Name : MBA

Subject Name : Sales & Distribution Management

Subject Code : MBA03EM312

Date : 06-03-2026

Time : 11:30AM TO 01:45PM

Max Marks : 70

Q.-1. Answer the following question (Attempt any one) in about 1200 words. (14)

- (1) What is supply chain? Write the concept of supply chain.
- (2) Explain : 'Trade marketing' in detail and also write concept and trends in Trade marketing.

Q.-2. Write answers to any one of the questions given below (in 1,200 words). (14)

- (1) Write a note on sales content management.
- (2) What does sales performance mean? Explain how to monitor sales people's performance.

Q.-3. Answer the following question (Attempt any one) in about 1200 words. (14)

- (1) What is Sales control? Explain importance, types and issues in sales budgeting.
- (2) Explain the key functions performed by a retailer.

Q.-4. Answer the following question (Attempt any one) in about 1200 words. (14)

- (1) Explain multi-channel strategy with its examples.
- (2) What is retailer? Explain the characteristic of a retailer.

Q.-5. Write short notes on any three of the following topics. (9)

- (1) Write the examples of distribution channels in India.
- (2) Write a note on channel distribution.
- (3) Write a note on e commerce.
- (4) Describe factors of consideration while sales forecasting.
- (5) Describe the sales force management process.

Q.-6. Choose the correct option (A, B, C, or D). (5)

(1) ___ types of psychological tests are used in the selection system of sales personnel.

- A) 2
- B) 3
- C) 4
- D) 5

(2) Searching and identifying potential buyers for a product is

- A) canvassing
- B) compelling
- C) selling
- D) prospecting

(3) ___ refers to the process of predicting future sales revenue usually based on historical sales data and market trends.

- A) Financial Management
- B) Human Resource Management
- C) Production Management
- D) Sales forecasting

(4) Which of the following are the functions of Wholesalers?

- A) Risk Bearing
- B) Warehousing
- C) Both A and B
- D) None of the above

(5) Which of the following is a characteristic of Retailer?

- A) It the final link in the entire distribution channel
- B) It sells in small unit to the customer
- C) It keeps a selection of goods in stock
- D) All of the above
