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Total No. of Pages : 02

Total No. of Questions : 15

**MBA (2015 to 2017) (Sem.-4)**  
**SALES AND DISTRIBUTION MANAGEMENT**

Subject Code : MBA-908

M.Code : 71382

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTION TO CANDIDATES :**

1. **SECTION-A** contains **SIX** questions carrying **FIVE** marks each and students has to attempt any **FOUR** questions.
2. **SECTION-B** consists of **FOUR** Subsections : Units-I, II, III & IV. Each Subsection contains **TWO** questions carrying **EIGHT** marks and student has to attempt any **ONE** question from each Subsection.
3. **SECTION-C** is **COMPULSORY** and consist of **ONE** Case Study carrying **EIGHT** marks.

**SECTION-A****Write short notes on :**

1. Distributive network relation
2. Sales force training needs
3. Sales staff meetings
4. Channel conflict
5. Service policy
6. Ethical issues in sales

**SECTION-B****UNIT-I**

7. What is meant by sales? How is different from marketing? What are objectives of sales management?
8. Discuss different organization structures feasible in FMCG sales organization which has contract manufacturing?

**UNIT-II**

9. Write notes on :
  - a) Sales personnel bonus
  - b) Types of sales territory
10. Elaborate the process of sales force control and sales control citing Indian examples.

### UNIT-III

11. Contrast the concept of traditional distribution channels with modern supply chain management. How does it help to increase the profitability of an organization?
12. Discuss the function of channel intermediaries in India in consumer durable products.

### UNIT-IV

13. Discuss role of purchase order processing highlighting differences between performance measurement systems.
14. Discuss the role of information technology in distribution and system design in-supply chain management.

### SECTION-C

15. **Case study :**

Online furniture and home products marketplace Pepperfry is on track to be the country's largest omni- channel home furniture retailer. As furniture, a high-ticket category, does not naturally lend itself to online buying, the firm first opened a brand concept store, Studio Pepperfry, in 2014, to provide a fully designed home experience zone for customers, which has now been rolled out in 20 locations across Mumbai, Delhi, Gurugaon, Ghaziabad, Bengaluru, Chennai, Hyderabad, Pune, Ahmedabad and Chandigarh.

Pepperfry started off as an online marketplace, we decided to experiment with offline experience stores where customers can touch-feel-experience our products. Over the last two years, we have embarked on a journey of transforming to an omni-channel business through online and offline integration. Plans are under-way to open 28 new Studios through the franchisee model, across Tier I and II cities such as Nashik, Nagpur, Bhubaneswar, Lucknow, Kolkata, Vadodara, Madurai, Coimbatore and Mangaluru by March 2018, taking the firm's total store count to 48 by the end of this fiscal.

Pepperfry has raised \$164 million to date, and says it is on track to achieve a Rs.3,000-crore in revenue run-rate by March 2018. Pepperfry has Design Centres across top metros to bring an omni-channel design experience to home-owners.

**Question :**

Discuss possible ways in which omni channel distribution strategy could work for pepperfry.

**NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.**