Oct-Nov-2025

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PE-12134

SEAT No. :

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S.Y. M.B.A.

MKT 612 MJ : SALES AND DISTRIBUTION MANAGEMENT

(2024 Pattern) (Semester - III)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates :

1) *All questions are compulsory.*
2) *Each questions carries 10 marks.*

Q1) **Answer the following (any 5) :** **[10]**

a) What are Virtual Assistants?

b) Enlist different types of distribution channels.

c) What are selective distribution strategies?

d) Explain the concept of B2G consultative.

e) State any two functions of distribution management.

f) Explain the concpet of ERP.

g) Define Sales Audit.

h) What is Sales Forecasting & Budgeting?

Q2) **Answer the following (any 2) :** **[10]**

a) Explain in brief about the importance of Training to the salesforce.

b) What is the impact of social platforms on sales? Explain with the help of examples.

c) What is a sales report? Explain daily sales call report.

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Q3) a) Explain Vertical Marketing System and write its advantages and disadvantages. **[10]**

OR

b) What is Wholesaling. Discuss its importance for markets.

Q4) a) Franchising reduces entrepreneurial risk but limits operational freedom. Analyze this statement stating relevant examples of franchise businesses. **[10]**

OR

b) Explain intensive and exclusive distribution strategies. Write their advantages and disadvantages.

Q5) a) A company's sales team is offering gifts to retailers to push more products. Enlist the ethical and legal issues you think are required to be discussed in this scenario. Create a simple guideline for ethical sales promotions. **[10]**

OR

b) Digital tools have blurred the line between physical and online distribution channels. Develop a new hybrid distribution model for a retail brand that leverages both online and offline strengths.

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