

Exemba/extexam-nov.2015

Seat No. _____

Savitribai Phule Pune University
(Formerly University of Pune)
Department of Management Sciences (PUMBA)
Executive MBA
2nd Year (Semester –III) External Exam November – 2015
305(A) Sales & Distribution Mgmt.

Time: 2hrs.

Marks: 50

- **Answer any four from Q1-Q5. Q6 is compulsory.**
 - **All questions carry equal marks.**
1. What is Sales Management? Explain in detail the functions of a sales manager.
 2. Explain the 'AIDAS' theory of sales. How can you as a sales manager of a FMCG company use AIDAS theory for selling detergent soap?
 3. What is franchising? As a sales manager of a IT training institute where do you see growth in today's scenario?
 4. What is a 'sales budget'? How would you prepare a sales budget for launching a new brand of affordable watch in India?
 5. What are the functions of a wholesaler? Explain in today's big format retail store, how can a wholesaler survive?
 6. **Write short notes on (any two):**
 - a. Industrial sales
 - b. Alcoholism affecting sales force turnover
 - c. Services selling
 - d. Retailer
 - e. Channel conflict