



**Biyani Institute of Science and Management**  
**I Internal Examination 2019-20**  
**MBA (III Semester)**  
**Subject- Sales Distribution and Logistics Management (M 322)**



**Time: 1.30 Hrs.**

**Set: A**

**MM: 30**

**[I] Subjective Questions (Attempt any two questions) (2\*10=20)**

- 1) Enumerate steps included in the process of sales management?
- 2) Define salesmanship? also explain the types of salesman in detail?
- 3) Discuss the process of designing the structure of sales organization?

**[II] Case Study – Compulsory (1\*10=10)**

Snow White Paper Company is located in an agricultural belt about 300 kilometer from a metro city. The company is into writing and printing paper. Its primary raw material is wheat straw. Last year, the company had a turnover of Rs 134 crore on the volume of 45000 tonnes of paper. While preparing the business plan for the current year, the top management was concerned with the following distribution issues that they want to resolve

- 1) Problem:- finished goods distribution
- 2) How can you help snow White to become less dependent on the ceiling agenda and the plan it sales and profitability better how can the plan there customer service efforts



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**[I] Subjective Questions (Attempt any two questions) (2\*10=20)**

- 1) Explain the role importance and functions of sales manager?
- 2) Define personal selling. Explain personal selling process in detail?
- 3) What do you understand by sales presentation and demonstration? Discuss techniques used for presentation and demonstration of sales?

**[II] Case Study – Compulsory (1\*10=10)**

Mr jha as a sales manager at Dell corporation intended to target another segment in computer accessories to manage this new segment targeting the stationers and retailers of electronics and IT products he wants to promote one of the existing salesperson as a branch sales manager.

Question:

Suggest him the qualities he should consider while promoting from existing staff for the post of branch sales manager