

**B.B.A. (2010 Course) Sem- V : SUMMER - 2019**  
**SUBJECT : ELECTIVE –II: SALES AND DISTRIBUTION MANAGEMENT**  
**(MARKETING MANAGEMENT)**

Day : Wednesday  
Date : 24/04/2019

**S-2019-2025**

Time : 02.00 PM TO 05.00 PM  
Max. Marks : 70

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**N.B.**

- 1) Attempt any **FIVE** questions
  - 2) Each question carries **EQUAL** marks
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- Q.1** Provide ways and means as to how a sales executive can make effective sales presentations. (14)
- Q.2** If you are to train sales representatives of a company into hospitality sector, what factors will you consider as part of the training programme? (14)
- Q.3** Describe in detail the sales planning process. (14)
- Q.4** Discuss on any one Sales control technique in detail with suitable examples. (14)
- Q.5** Design distribution mix plan for (14)
- i) Company into manufacture of shoes
  - ii) Company into manufacture of soft-drinks
- Q.6** Develop a direct selling plan for a company into manufacture of water purifiers. (14)
- Q.7** Write short notes on **ANY TWO** of the following : (14)
- a) Sales Quota
  - b) Handling customer objection
  - c) Sales Audit
  - d) Changing role of retailers

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