**S.D.E.**

**B.B.A. (2006 Course) Sem-V : SUMMER - 2019**

**SUBJECT: ELECTIVE – II: b) SALES AND DISTRIBUTION MANAGEMNET (Marketing)**

Day : Monday
Date : 13/05/2019

S-2019-4924

Time: 02.00 PM TO 05.00 PM
Max. Marks : 80

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**N.B.:**

1) Attempt any **FIVE** questions from **Section-I**. Each question carries **10 Marks**
2) Attempt any **TWO** questions from **Section-II**. Each question carries **15 Marks**
3) Both the sections should be written in SAME answer book

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## SECTION-I

**Q.1** Define sales management. Explain in detail, duties and responsibilities of sales manager.

**Q.2** Outline changing role of Wholesaler and Retailer in modern day business with example.

**Q.3** What is meant by Channel Conflict? Discuss types of channel conflicts and the mechanism to resolve it.

**Q.4** Explain the following functions with special reference to management of sales force

a) Recruitment b) Selection

**Q.5** What do you understand by Physical Distribution? State its major components

**Q.6** What is strategic sales programme? Design strategic sales programme for cellular service provider in India (E.g. Idea, Reliance Jio).

**Q.7** Write short notes on: (Any **TWO**)

**a)** Sales force Motivation
**b)** Sales force Appraisal
**c)** Sales Meeting

## SECTION-II

**Q.8** What is Distribution Mix? Explain in detail distribution plan for each of following.

a) Computer b) Bath Soap

**Q.9** What is personal selling? Develop a personal selling process model for a company manufacturing detergents.

**Q.10** You are sales manager of multibrand electronic mall, prepare list of sales training required to train staff. Also elaborate utility if each of these training aids.

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