

B.B.A. (2010 COURSE) SEM- V : SUMMER - 2018

SUBJECT: ELECTIVE –II: a) SALES & DISTRIBUTION MANAGEMENT(MM)

Day: **Friday**

Time: **02.00 PM TO 05.00 PM**

Date: **04/05/2018**

S-2018-1671

Max. Marks.: 70

N.B.:

- 1) Solve **ANY FOUR** from Section – I
 - 2) Solve **ANY TWO** from Section – II.
 - 3) Figures to the right indicate **FULL** marks.
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SECTION – I

- Q.1** What is sales management? Discuss its nature and scope and importance in marketing process. [10]
- Q.2** What is sales quota? What are different quotas a sales manager can use. [10]
- Q.3** Discuss the importance of training to a sales organization. What factor will you consider in training program. [10]
- Q.4** What are the different types of customer objections? How will you handle objections raised by the customer. [10]
- Q.5** Write short notes on (**ANY TWO**): [10]
- a) Sales Audit
 - b) Duties of Sales Manager
 - c) Wholesaler and Retailer
 - d) Channels of Distribution

SECTION – II

- Q.6** Design a sales management program for selling [15]
- 1) Unbreakable plastic products.
 - 2) Refrigerator
- Q.7** Design distributor Mix plan for product [15]
- 1) Ice-cream
 - 2) Soft drive
- Q.8** Develop direct selling plan for selling of Home Appliances. [15]

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