

B.B.A. SEM – V (2015 CBCS COURSE) : SUMMER - 2018
SUBJECT : Elective-II 1) SALES & DISTRIBUTION MANAGEMENT
(MARKETING MANAGEMENT)

Day : **Friday**
Date : **04/05/2018**

S-2018-1619

Time : **02.00 PM TO 05.00 PM**
Max. Marks : 100

N.B.:

- 1) Attempt Any **FOUR** questions from **Section-I**. Each question carries **15** marks.
 - 2) Attempt Any **TWO** questions from **Section-II**. Each question carries **20** marks.
 - 3) Answer to both the sections should be written in **SEPARATE** answer book.
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SECTION-I

- Q.1** Discuss in detail the different steps involved in sales planning process. Prepare a perfect sales plan for woollen clothes manufacturing company.
- Q.2** 'Recruitment, selection and training' play a vital role in sales force management.' Elaborate.
- Q.3** 'Personal selling is an effective tool to handle customer objections'. Justify with suitable examples.
- Q.4** Discuss the changing role of wholesalers and retailers in today's market. Give suitable examples.
- Q.5** Write a note on each of the following:
- a) Channel conflict
 - b) Sales Analysis and Audit
 - c) Distribution Mix

SECTION-II

- Q.6** Design and explain your scheme for monitoring the performance of the on-field representatives of a fertilizer company, each working in a widespread territory. Each territory includes 2 cities, 10 towns & 100 villages and at least one off-road location. Movement and communication may be problematic.
- Q.7** A sales manager, explaining a cheerful acceptance of the annual performance appraisals by his sales force said; " We do nothing much differently. Only thing that we do differently is to add some subjective parameters to the appraisal scheme e.g. Potential to Perform, Commitment to Task, Willingness to Lead a team. With such additions, our appraisals bring more harmony than bitterness between the appraisers and those whose performance is evaluated." Comment.
- Q.8** Create a job profile and a corresponding person profile for the sales executives that will be recruited by a company to sell its wide range of sports goods.

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