

S.D.E.

B.B.A. (2006 COURSE) SEM-V : SUMMER - 2018

SUBJECT: ELECTIVE-II: B) SALES AND DISTRIBUTION MANAGEMENT
(MARKETING)

Day: Monday
Date: 11/06/2018

S-2018-4320

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

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) Answer both the sections in the SAME answer book.
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SECTION-I

- Q.1 How does "Direct Distribution" differ from "Indirect Distribution"? Explain with reference to consumer durables of your choice.
- Q.2 Distinguish between marketing and selling with an example.
- Q.3 Describe the process of personal selling.
- Q.4 What do you mean by distributor mix? What are the various distribution channels? Describe their advantages and disadvantages of each distribution channel.
- Q.5 Describe the duties and responsibilities of sales manager. Explain your answer with examples.
- Q.6 Explain the Recruitment, Selection, Training and compensation functions of sales force.
- Q.7 Write short notes on ANY TWO of the following:
- a) E-selling
 - b) Sales Territory
 - c) Retailing
 - d) Channel choice

SECTION-II

- Q.8 Develop sales strategies for marketer of-
- a) Detergent powder
 - b) Textile company
- Q.9 Examine the relevance of 'sales forecasting' by preparing a forecasting plan for a cycle-manufacturing company.
- Q.10 As a salesman, how will you personally sell the following products-
- a) Pens
 - b) Books
 - c) Laptops

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