

S.D.E.

B.B.A. (2006 Course) Sem-V : WINTER - 2018
SUBJECT: ELECTIVE – II: b) SALES AND DISTRIBUTION MANAGEMENT
(Marketing)

Day Wednesday
Date 05/12/2018

W-2018-4477

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) Both the sections should be written in **SEPARATE** answer book

SECTION-I

- Q.1** Define sales management. Explain in detail, duties and responsibilities of sales manager.
- Q.2** What do you understand by Sales Quota? Discuss various types of sales Quota.
- Q.3** What is Sales Motivation? What are its objectives? How motivation programmes are designed and executed.
- Q.4** What is meant by Channel Conflict? Discuss types of channel conflicts and the mechanism to resolve it.
- Q.5** Discuss importance and methods of sales appraisal.
- Q.6** What do you understand by Physical Distribution? State its major components
- Q.7** Write short notes on: (Any **TWO**)
- a) Sales force Motivation
 - b) Selection of salesmen
 - c) Planning Sales Meeting

SECTION-II

- Q.8** Develop training programme for newly recruited sales representative by a multinational mobile selling company having its operations across the India.
- Q.9** What is Distribution Mix? Explain in detail distribution plan for each of following.
- a) Compute
 - b) Bath Soap
- Q.10** What is personal selling? Develop a personal selling process model for a company manufacturing detergents.

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