

B.B.A. (2010 COURSE) SEM- V : WINTER - 2017

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

Day: **Thursday**
Date: **16/11/2017**

W-2017-1579

Time: **2.00 P.M. To 5.00 P.M.**
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.

SECTION – I

- Q.1** What are the duties of a sales manager? Describe giving examples. **[10]**
- Q.2** What is sales force motivation? How will you appraise their sales performance? **[10]**
- Q.3** Describe the process of personal selling with the help of examples. **[10]**
- Q.4** Describe the changing role of a wholesalers, distributor and retailer. Give example. **[10]**
- Q.5** Write short notes on (**ANY TWO**): **[10]**
- a) Sales Control Techniques
 - b) Physical Distribution Vs Logistics
 - c) Channel Conflict
 - d) Direct marketing – Tools and Techniques

SECTION – II

- Q.6** As a sales manager you have recently noticed that the sales of your company's 'Baby Soaps' have declined during the past three months. What measures will you take to solve the problem. Justify your plan of action. **[15]**
- Q.7** Design a training program to improve the sales performance of your company's Salesforce. Justify your training plan. **[15]**
- Q.8** Design channels of distribution for: **[15]**
- 1) Low-energy saving light bulbs
 - 2) House hold appliances