

**B.B.A. SEM – V (2015 CBCS COURSE) : WINTER - 2017**

**SUBJECT : Elective-II 1) SALES & DISTRIBUTION MANAGEMENT  
(Marketing Management)**

Day : **Thursday**

Date : **16/11/2017**

**W-2017-1543**

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.

**SECTION-I**

- Q.1** Discuss in detail the nature and the scope of sales management. List out the duties of sales manager.
- Q.2** Describe briefly the steps in the systematic process for recruiting sales representatives for a multinational company.
- Q.3** Discuss the need, importance and methods for the performance appraisal of the sales force.
- Q.4** Personal selling is the important tool to handle customer objection. Justify with suitable examples.
- Q.5** Write a note on each of the following:
- a) Sales audit
  - b) Channels of distribution
  - c) Direct marketing

**SECTION-II**

- Q.6** “Face to face handling of customers complaints may generate more heat, even an occasional quarrel. But it surely will resolve the issues more promptly and permanently than any online customer handling system.” Explain your view point in this context.
- Q.7** Design and justify a set of multiple distribution channels to take a huge range of sports goods manufactured in Jalandhar (Punjab) to each city in each state of India.
- Q.8** Two schemes of sharing the profit margins among the members of distribution chain have come up for discussion:
- a) Manufacture: Wholesaler: Dealer: Retailer:: 45:30:20:05
  - b) Manufacture: Wholesaler: Dealer: Retailer:: 25:25:25:25
- Which one in your opinion is more suitable for distribution of readymade clothes and hosiery products. Justify your choice.

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