

M.B.A. Gen./HR/IT/F.M. Sem-IV (2012 Course)
(CBCS) Winter-2017
SUBJECT: ELECTIVE-VI SALES AND DISTRIBUTION MANAGEMENT (MM)

Day: Wednesday
Date: 22/11/2017

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

W-2017-1796

N.B:

- 1) Attempt **ANY FOUR** questions from Section-I and **ANY TWO** questions from Section-II.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answers to the sections should be written in **SEPARATE** answer book.

SECTION-I

- Q.1 What is channel conflict? Describe the mechanism to resolve different conflicts. (15)
- Q.2 What is personal selling? Explain in detail the process of personal selling. (15)
- Q.3 What is controlling of salesforce? As a sales manager, how you will control the salesforce of your organization. (15)
- Q.4 What are sales incentives? Explain in detail various types of sales incentives. (15)
- Q.5 What is sales budgeting? Explain in detail the process of sales budgeting.
- Q.6 Write short notes on **ANY THREE** of the following: (15)
- a) Sales force Appraisal
 - b) Sales Organization
 - c) Sales Analysis
 - d) Sales Territories
 - e) Sales Training Aids

SECTION-II

- Q.7 Design a sales training programme for newly recruited employees of a multistate schedules Co-op. bank. (20)
- Q.8 Design a suitable distribution system for a company dealing with variety of fresh flowers to be distributed in a metro cities in India. (20)
- Q.9 As a sales manager of a General Insurance Company design a sales strategy with tactics so as to maximize the sales of the products of the company by 30% in the financial year 2017-18. (20)

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