

S.D.E.

**B.B.A. (2006 COURSE) SEM-V : WINTER - 2017**  
**SUBJECT: ELECTIVE-II: B) SALES AND DISTRIBUTION MANAGEMENT**  
**(MARKETING)**

**Day:** Tuesday  
**Date:** 19/12/2017

**W-2017-4129**

**Time:** 10.00 AM TO 1.00 PM  
**Max. Marks: 80**

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**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 to both the **SECTION** should be written in **SEPARATE** answer books.
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**SECTION-I**

- Q.1** Explain the changing role of wholeselling and retailing in India.
- Q.2** Briefly describe the nature and scope of sales management.
- Q.3** How to administer a strategic sales programme? Give examples.
- Q.4** Explain the design and implementation of sales quota and sales territories.
- Q.5** What are the ingredients of distribution mix? Also explain its objectives.
- Q.6** Briefly explain the concept and functions of physical distribution.
- Q.7** Write short notes on **ANY TWO** of the following:
- a) Marketing function
  - b) Training
  - c) Motivation of sales force
  - d) Channel conflict

**SECTION-II**

- Q.8** Develop a sales strategy for-
- a) Restaurant
  - b) Electrical goods
- Q.9** "You can eliminate middlemen, but not the functions they perform. Explain with suitable examples.
- Q.10** Examine the concept of personal selling for a new brand of fairness cream going through various stages of its life cycle.

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