

Subject : Elective-II b)Sales and Distribution Management (Marketing)

Day : Wednesday

Date : 15/06/2016



Time : 10.00 AM TO 1.00 PM

Max Marks : 80 Total Pages : 1

N. B. :

- 1) Attempt **ANY THREE** questions from section – **I** and attempt **ANY TWO** questions from section – **II**
 - 2) Each question carries **16** marks. .
 - 3) Answers to both the sections should be written in the **SAME** answer book.
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SECTION - I

- Q. 1** What do you mean by Sales Management? Differentiate between Marketing and Sales functions.
- Q. 2** Discuss in detail duties and responsibilities of Sales Manager with a suitable example.
- Q. 3** Explain in brief the importance and objectives of training of sales persons with suitable example.
- Q. 4** Discuss the objectives of Distribution Management. What are the various types of channels? Elaborate.
- Q. 5** Write short notes on **ANY TWO** of the following:
- a) Sales force motivation
 - b) Sales forecasting
 - c) Sales territories
 - d) Channel conflicts

SECTION - II

- Q. 6** 'Personal selling is a two way communication best suited to company marketing consumer products with a poor brand loyalty'. Discuss.
- Q. 7** Quotas can act as a 'Motivator' as well as 'Demotivator'. Comment.
- Q. 8** Design a channel of distribution for the company marketing the following:
- a) Grapes
 - b) Newspaper
 - c) Farm Fertilizers
 - d) Two wheelers

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