

**Subject : Elective-VI : Sales & Distribution Management (Marketing Management)**

Day : Friday

Date : 16/12/2016



Time : 02.00 PM TO 05.00 PM

Max Marks : 70 Total Pages : 1

**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 both the sections should be written in **SAME** answer book.

**SECTION-I**

- Q.1** What is meant by Personnel Selling? Explain the steps involved in personal selling process. (10)
- Q.2** Write a detailed note on the role and functions of marketing channels. (10)
- Q.3** Explain with suitable examples, why there is a need to motivate sales personnel when they are getting paid adequately? (10)
- Q.4** What is meant by sales quota? Describe the types of sales quota. Give examples. (10)
- Q.5** What is meant by sales territory? Discuss the methods of designing sales territory. (10)
- Q.6** Write short notes on Any **TWO** of the following: (10)
- a) Sales Meetings
  - b) Marketing Channel Policies
  - c) Channel Planning
  - d) Sales force evaluation

**SECTION-II**

- Q.7** Prepare a recruitment plan for hiring 50 fresh management graduates as Sales Representative Trainees for a leading retail shop chain. State your assumptions clearly. (15)
- Q.8** Design a suitable compensation plan for sales representatives of a consumer durable products manufacturing company. State your assumptions clearly. (15)
- Q.9** Develop a sales training programme for experienced sales personnel of a co-operative bank that has been merged with a leading private bank. State your assumptions clearly. (15)

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