

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

Day : Tuesday
Date : 20/12/2016



Time : 10.00 AM TO 1.00 PM
Max Marks : 80 Total Pages : 1

N.B.;

- 1) Attempt **ANY FIVE** 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 the **SAME** answer book.

SECTION – I

- Q.1** Distinguish between marketing and selling. Use appropriate examples for explanation. (10)
- Q.2** What do you understand by Sales Quotas? Discuss various types of sales quotas. (10)
- Q.3** ‘Duty of Sales Manager is just not to manage sales, it includes a lot more than sales’. Explain. (10)
- Q.4** Out line the changing role of the retailers in modern day business. Give example. (10)
- Q.5** What is Personal Selling? What are fundamentals of successful selling process? (10)
- Q.6** What is channels conflict? Suggest strategies to overcome channels conflict by citing suitable practical examples. (10)
- Q.7** Write short notes on **ANY TWO** of the following: (10)
- a) Sales Meetings
 - b) Sales Force Motivation
 - c) Sales Territory

SECTION - II

- Q.8** Develop a Training Programme for newly recruited Sales Representatives by a multinational pharmaceutical company having business across India? (15)
- Q.9** Suggest suitable channels of distribution for a company dealing in Mobile phones. (15)
- Q.10** As a Development Officer of Insurance Company you are facing following problems. (15)
- a) Agents are not spending more time to develop new business.
 - b) Concentrating more on selling easy to sell policies to achieve target. Suggest a compensation plan that can be used to overcome these problems

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