

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

Day : Tuesday

Date : 07/06/2016



Time : 02.00 P.M. TO 05.00 P.M.

Max Marks : 70 Total Pages : 1

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**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 the **SAME** answer book.
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**SECTION - I**

- Q. 1** What do you understand by recruitment and selection? Discuss in detail various sources of recruitment. **(10)**
- Q. 2** “There exists a need to keep your sales force motivated even though they are handsomely paid”. Do you agree? Justify your answer. **(10)**
- Q. 3** Write a detailed note on marketing channels. **(10)**
- Q. 4** What is meant by sales territory? Discuss in detail the methods of designing sales territory for consumer products. **(10)**
- Q. 5** What is meant by channel conflicts? Describe the types of channel conflicts. Give examples. **(10)**
- Q. 6** Write short notes on **ANY TWO** of the following: **(10)**
- a) Sales Meetings
  - b) International Marketing Channels
  - c) Nature and work of Sales Manager
  - d) Channel Intermediaries

**SECTION - II**

- Q. 7** Your company had introduced a sales quota system in the previous year based on sales territory potential. When you were reviewing the performances of Sales persons you noticed that some sales persons could easily achieve their sales quota. But in some sales persons’ case exactly reverse had happened. Give your suggestions to Senior Sales Manager to make sales quota more realistic for the sales force. **(15)**
- Q. 8** What is meant by personal selling? Explain the personal selling process in the context of a service of your choice. **(15)**
- Q. 9** Design a sales training programme for newly appointed sales persons of a pharmaceutical company. State your assumptions clearly. **(15)**

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