

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

Day : Saturday

Date : 11/06/2016



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 attempt **ANY TWO** questions from Section – II.
 - 2) Answers to both the sections should be written in the **SAME** answer book.
 - 3) Figures to the right indicate **FULL** marks.
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SECTION – I

- Q.1** Write a detailed note on Sales Territory. [10]
- Q.2** What is meant by Channel Conflict? Discuss the types of channel conflict and the mechanism to resolve the same. Give examples. [10]
- Q.3** What is meant by Sales Quota? Discuss the types of sales quota. [10]
- Q.4** How should a Sales Manager evaluate the sales person's performance? Explain with suitable examples. [10]
- Q.5** Write short notes on **ANY TWO** of the following: [10]
- a) Recruiting and selecting sales personnel
 - b) Sales cost analysis
 - c) Functions of marketing channels
 - d) Nature and scope of Sales Management

SECTION – II

- Q.6** As a Sales Manager you are facing the following problem. The sales persons are concentrating more on easy to sell products to achieve their sales targets than those having more profit potential. Suggest a compensation plan that can be used to solve the problem. [15]
- Q.7** Design a sales training programme for the front line sales executives of a cellular service. [15]
- Q.8** What is meant by personal selling? Describe the process of personal selling in the context of banking service. [15]

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