

Roll No.

Total Pages : 2

MMS/D-14

13583

SALES AND DISTRIBUTION MANAGEMENT

Paper-MM-302

Time Allowed : 3 Hours]

[Maximum Marks : 70

Note : Attempt any **eight** questions from Part A of 5 marks each and **three** questions of 10 marks each from Part B.

PART-A

1. Prospecting and steps in prospecting.
2. Process of Personal selling.
3. Importance of a good selection program for sales staff.
4. Role and usages of "hierarchy of needs" theory in motivating sales force.
5. "Commissions" as an element of compensation.
6. Creating and designing of marketing channels.
7. Benefits of a multi-channel marketing system.
8. Benefits of a good territory design.
9. Wholesaling
10. Role and importance of Channel information system.

5×8=40

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PART-B

11. Discuss the role and importance of Sales forecasting. Discuss any four methods for forecasting sales. 10
12. Discuss the process of developing and conducting sales training. 10
13. Define motivation and explain why it is particular important for sales people. 10
14. Describe the purpose of sales budgeting. What are various methods of arriving at sales budgets? 10
15. What do you mean by Channel conflict? What are the various types of channel conflict and strategies to mitigate them? 10

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2