

Roll No.

Printed Pages : 2

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MMS / D-17

SALES AND DISTRIBUTION MANAGEMENT

Paper-MM-302

Time allowed : 3 hours

[Maximum marks : 70]

Note :- Attempt any Eight questions from Part-A carrying Five marks each. Attempt any three questions from Part-B carrying Ten marks each.

Part-A

1. Discuss tasks and responsibilities of Field sales manager.
2. Qualities of an effective sales person.
3. Factors to be considered in formulation of sales budget.
4. Types of sales organization structure.
5. Discuss various types of sales force rewards.
6. Process of analyzing sales potential and sales forecasting.
7. Centralization Vs. decentralization in sales force organization.
8. Discuss any two sales force training methods.
9. Role and importance of marketing channels in distribution.
10. Discuss various methods for resolution of channel conflict.

Part-B

11. Discuss the role and importance of personal selling. Discuss various functions and types of sales job. Delineated steps in formulation of personal selling strategy.

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[Turn over

(2)

12. Discuss the objectives of setting sales quotas. Explain various types of sales quotas. What is the procedure for quota-setting?
13. Discuss the components of a sales compensations plan. Discuss various types of compensation plan for sales force.
14. Discuss VMS, HMS and Multi channel marketing system.
15. Discuss various methods of measuring and evaluating channel performance.

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