

END TERM EXAMINATION

FIFTH SEMESTER [BBA (CAM)] DECEMBER-2009

Paper Code: BBA(CAM) 301

Paper ID: 19301

Time : 3 Hours

Subject: Sales and Distribution Management
(2005-2007)

Maximum Marks : 75

Note: Attempt any five questions, selecting atleast one question from each unit. All questions carry equal marks.

Unit-I

✓ Q1. What are the steps in Sales Management Cycle? How would the market analysis help in designing of sales strategy? (15)

✓ Q2. What is personal selling? What are the various approaches and styles of selling? (15)

Unit-II

✗ Q3. Explain the various theories of selling, so as to highlight their differences. (15)

✓ Q4. What are the various financial and non-financial motivational techniques commonly used for motivating the sales force? (15)

UNIT-III

Q5. What are the various methods of controlling and reimbursing the expenses of sales personnel? (15)

✓ Q6. (a) What are the major decisions taken for planning a sales meeting? (7)
(b) What is a sales contest? What are the various objectives that can be accomplished through sales contests? (8)

Unit-IV

Q7. What is relationship marketing? Explain the concept of marketing strategy in such a way that the role of relationship marketing in today's scenario is highlighted. (15)

✓ Q8. Define ethics in business? What are the various factors influencing the ethics of sales people. (15)

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Table of Contents Sales Management Nquestion Papers

1. Understanding the eBook Sales Management Nquestion Papers
 - The Rise of Digital Reading Sales Management Nquestion Papers
 - Advantages of eBooks Over Traditional Books
2. Identifying Sales Management Nquestion Papers
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Sales Management Nquestion Papers
 - User-Friendly Interface
4. Exploring eBook Recommendations from Sales Management Nquestion Papers
 - Personalized Recommendations

- Sales Management Nquestion Papers User Reviews and Ratings
- Sales Management Nquestion Papers and Bestseller Lists
- 5. Accessing Sales Management Nquestion Papers Free and Paid eBooks
 - Sales Management Nquestion Papers Public Domain eBooks
 - Sales Management Nquestion Papers eBook Subscription Services
 - Sales Management Nquestion Papers Budget-Friendly Options
- 6. Navigating Sales Management Nquestion Papers eBook Formats
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 - Sales Management Nquestion Papers Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Sales Management Nquestion Papers
 - Highlighting and Note-Taking Sales Management Nquestion Papers
 - Interactive Elements Sales Management Nquestion Papers
- 8. Staying Engaged with Sales Management Nquestion Papers
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Sales Management Nquestion Papers
- 9. Balancing eBooks and Physical Books Sales Management Nquestion Papers
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Sales Management Nquestion Papers
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine Sales Management Nquestion Papers
 - Setting Reading Goals Sales Management Nquestion Papers
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Sales Management Nquestion Papers
 - Fact-Checking eBook Content of Sales Management Nquestion Papers

- Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
- 14. Embracing eBook Trends
 - Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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