

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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Dheeraj Kumar Singh



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PGT Commerce Question Paper with Answer Key Subject-Wise Bifurcated - Volume II Covering Business Studies, International Business, Financial Management, Business Management, Human Resource Management and Marketing Management Dheeraj K. Singh, Sales Management, 1928 **UGC NET JRF Management Previous Year Question Paper & Answer** Dheeraj Kumar Singh, 2005 June Paper II 4 7 2005 December Paper II 8 11 2006 June Paper II 12 15 2006 December Paper II 16 19 2007 June Paper II 20 23 2007 December Paper II 24 27 2008 June Paper II 28 31 2008 December Paper II 32 35 2009 June Paper II 36 39 2009 December Paper II 40 43 2010 June Paper II 44 47 2010 December Paper II 48 51 2011 June Paper II 52 56 2011 December Paper II 57 61 2012 June Paper II 62 67 2012 June Paper III 68 76 2012 December Paper II 77 82 2012 December Paper III 83 90 2013 June Paper II 91 97 2013 June Paper III 98 109 2013 September Paper II 110 118 2013 September Paper III 119 129 2013 December Paper II 130 136 2013 December Paper III 137 147 2014 June Paper II 148 155 2014 June Paper III 156 167 2014 December Paper II 168 174 2014 December Paper III 175 184 2015 June Paper II 185 190 2015 June Paper III 191 201 2015 December Paper II 202 210 2015 December Paper III 211 223 2016 July Paper II 224 233 2016 July Paper III 234 247 2016 September Paper II 248 256 2016 September Paper III 257 271 2017 January Paper II 272 279 2017 January Paper III 280 292 2017 November Paper II 293 300 2017 November Paper III 301 312 2018 July Paper II 313 327 2018 December Paper II 328 344 2019 June Paper II 345 356 2019 December Paper II 357 371 2020 October First shift 372 387 UP TGT Commerce Previous Year Question Paper with Answer Dheeraj K. Singh, **Problems in Export Sales Management** Harry Rudolph Tosdal, 1922 **Sales Management** Thomas N. Ingram, Raymond W. LaForge, Ramon A. Avila, Charles H. Schwepker Jr., Michael R. Williams, 2015-03-27 The new 9th edition of Sales Management continues the tradition of blending the most recent sales management research with real life best practices of leading sales organizations The authors teach sales management courses and interact with sales managers and sales management professors on a regular basis Their text focuses on the importance of employing different sales strategies for different consumer groups as well as integrating corporate business marketing and sales strategies Sales Management includes current coverage of the trends and issues in sales management along with numerous real world examples from the contemporary business world that are used throughout the text to illuminate chapter discussions Key changes in this edition include Updates in each chapter to reflect the latest sales management research and leading sales management trends and practices An expanded discussion on trust building and trust based selling as foundations for effective sales management All new chapter opening vignettes about well known companies that introduce each chapter and illustrate key topics from that chapter New or updated comments from sales managers in Sales Management in the 21st Century boxes An online instructor s manual with test questions and PowerPoints is available to adopters Sales Management Success Warren Kurzrock, 2019-10-15 The most up to date and proven

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web coraline edición ilustrada colección salamandra juvenil gaiman neil neyret aurélie vázquez raquel amazon es libros

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web coraline una niña especial e inquieta decide explorar su nueva casa donde hay personas muy interesantes pero el descubrir esa puerta que es su mayor inquietud todo cambia para ella desea mucho entrar por ella y descubrir secretos

inimaginables

coraline film wikipedia - Oct 16 2023

web it leads coraline to a small door with a brick wall behind it that night a jumping mouse leads coraline back to the door now a portal leading to the other world an alternate universe where her parents button eyed doppelgängers lavish her with food and attention upon waking coraline has returned to the real world

coraline jones coraline wiki fandom - Jul 13 2023

web coraline jones is the main protagonist of all coraline productions she is a feisty and curious adventurer who moved from pontiac michigan with her parents to the pink palace apartments in ashland oregon with her parents perpetually working and offering little attention to her coraline

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web coraline jones is the 11 year old main character who is a young explorer and is a curious intelligent resourceful and courageous girl coraline is often irritated by rain ad her crazy grown up neighbors and not being taken seriously because of her young age she is described as being small for her age mrs jones is coraline s mom

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web coraline by neil gaiman follows the story of a young 9 year old girl named coraline jones who comes across a parallel universe at the end of a mysterious corridor in her home she meets an evil creature the beldam or the other mother who

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web coraline the video game closely follows the plot of the dark 3 d animated movie coraline which is based on the ever darker children s book by neil gaiman lonely but perky and resilient coraline is ignored by her self absorbed writer parents and retreats through a door in the wall into a fantasy world

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web mar 17 2014 coraline es una historia de fantasía con toques de terror y misterio sobre coraline una niña de 10 años que vive con sus padres y se acaba de mudar a una nueva casa en la que descubre una puerta secreta que la lleva a un mundo alterno donde encuentra a su otra madre y su otro padre

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web coraline returns to bed and tries to fall asleep but she is disturbed by a nightmare about a chorus of rats singing a threatening song the next day the rain has given way to a thick mist coraline visits with her neighbors since exploring is too hard in the fog

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web this guidance is issued by bedford borough safeguarding children board bbscb to provide key information about the purpose and operation of core groups to staff who

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web the board has been well supported by emily white and viv reynolds from central bedfordshire and bedford borough council adult social care departments they have

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