

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 K. Singh



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