

Q.P. Code :02240

[Time: Two & Half Hours]

[Marks:75]

Please check whether you have got the right question paper.

- N.B:
1. All questions are compulsory.
 2. Figures to the right indicate full marks.

- Q.1 Answer (any two) of the following: 15
- a) What is sales management? Explain the role of sales department.
 - b) Explain the importance of distribution management.
 - c) State and explain any two structure of sales organization.
- Q.2 Answer (any two) of the following: 15
- a) Discuss in brief the methods of sales forecasting.
 - b) Explain the reasons for unsuccessful closing of sale.
 - c) Explain the following concept:-
 - 1) Negotiation skills
 - 2) Volume Quota
 - 3) International selling
- Q.3 Answer (any two) of the following: 15
- a) Discuss different choice for selecting distribution system.
 - b) Explain the methods for motivating channel members.
 - c) Write in detail role and function of wholesaler.
- Q.4 Answer (any two) of the following: 15
- a) Write a note on Sales Management Audit.
 - b) Discuss different instruments for channel control
 - c) Explain various ethical issues in sales management.

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