

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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Answer the following questions. a). What voiced consonant has the same place of articulation as [t] and the same manner of articulation as [f]? ... Gates Macginitie Practice Test Grade 8 Pdf Gates Macginitie Practice Test. Grade 8 Pdf. INTRODUCTION Gates Macginitie. Practice Test Grade 8 Pdf Full PDF. Gates-MacGinitie Reading Assessment Practice Resources Gates-MacGinitie Reading Assessment Practice Resources. 6 Ratings ... This is the first standardized assessment our students take starting in first grade. What are the Gates-MacGinitie Reading Tests? Oct 5, 2020 — The Gates-MacGinitie Reading Test is designed to assess student reading levels throughout the course of their education. Gates-MacGinitie Reading Tests | GMRT Gates-MacGinitie Reading Tests (GMRT) enable schools to determine students' general levels of vocabulary and reading comprehension. Gates-MacGinitie Online Reading Test Review Aug 22, 2013 — Comprehension test: 35 minutes, 48 questions, multiple choice - students are given 6 reading passages, and for each passage, they are asked ... Gates-MacGinitie Reading Test - (6th Grader; Age 12.8) Marissa scored as high or higher than 15 percent of the students her age/grade level who took this assessment in the area of vocabulary. Her Grade Equivalent. 9-40364 GMRT Tech Man Cover_v2 Gates-MacGinitie Reading Tests with other tests, grade point averages, and students' letter grades in reading were conducted. These studies are reported in. Gates MacGinitie Reading Tests - ERIC - Search Results Students with standard scores on the Gates MacGinitie Reading Test ... Descriptors: Middle School Students, Reading Comprehension, Grade 8, Social Studies. DIRECTIONS FOR ADMINISTRATION The Gates-MacGinitie Reading Tests (GMRT) are designed to provide a general assessment of reading achievement. The test booklet format and the sample questions ...