

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)

Sales Management Nquestion Papers

Chao Zhang



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Whispering the Strategies of Language: An Mental Journey through **Sales Management Nquestion Papers**

In a digitally-driven world wherever monitors reign supreme and quick communication drowns out the subtleties of language, the profound strategies and emotional subtleties hidden within words usually get unheard. However, nestled within the pages of **Sales Management Nquestion Papers** a interesting literary treasure blinking with fresh thoughts, lies an extraordinary quest waiting to be undertaken. Published by an experienced wordsmith, this wonderful opus invites viewers on an introspective trip, softly unraveling the veiled truths and profound affect resonating within the fabric of each word. Within the psychological depths of this touching review, we will embark upon a honest exploration of the book is key themes, dissect their captivating publishing model, and yield to the strong resonance it evokes strong within the recesses of readers hearts.

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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
 - ePub, PDF, MOBI, and More
 - Sales Management Nquestion Papers Compatibility with Devices
 - 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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