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END TERM EXAMINATION

FIFTH SEMESTER [BBA (CAM)] DECEMBER-2009

Paper Code: BBA(CAM) 301

Paper ID: 19301

Subject: Sales and Distribution Management (2005-2007)

Time: 3 Hours

Maximum Marks :75

Note: Attempt any five questions, selecting atleast one question from each unit. All questions carry equal marks.

Unit-I

- What are the steps in Sales Management Cycle? Ho would the market analysis help in designing of sales strategy? (15)
 - What is personal selling? What are the various approaches and styles of selling? (15)
- <u>Unit-II</u>

 √3. Explain the various theories of selling, so as to highlight their differences. (15)
- 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)
- (a) What are the major decisions taken for planning a sales meeting? (7)

 What is a sales contest? What are the various objectives that can be accomplished through sales contests? (8)
- 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)
- Define ethics in business? What are the various factors influencing the ethics of sales people. (15)

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