

Q.P. Code :02240

[Time: Two &amp; 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.

# Sales Management Njune Question Paper 24

**Mike Jess**



**Sales Management Njune Question Paper 24:**

## **Sales Management Njune Question Paper 24** Book Review: Unveiling the Magic of Language

In an electronic digital era where connections and knowledge reign supreme, the enchanting power of language has become apparent than ever. Its power to stir emotions, provoke thought, and instigate transformation is truly remarkable. This extraordinary book, aptly titled "**Sales Management Njune Question Paper 24**," published by a very acclaimed author, immerses readers in a captivating exploration of the significance of language and its profound effect on our existence. Throughout this critique, we will delve to the book's central themes, evaluate its unique writing style, and assess its overall influence on its readership.

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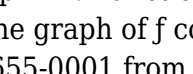
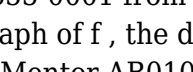
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