

Q.P. Code :746701

(2½ Hours)

[Total Marks : 75]

- N.B. :** (1) All questions are compulsory.
(2) Figures to the right indicate full marks.
(3) Support your answers with suitable illustrations and diagram wherever necessary.

1. Answer any two questions:-

- (a) Discuss the major developments in Sales Management.
- (b) What is distribution management? Explain the role of intermediaries in distribution management.
- (c) Briefly explain any three structures of sales organisation.

15

2. Answer any two questions:-

- (a) What is sales forecasting? Discuss the qualitative techniques of sales forecasting.
- (b) Explain the various types of selling skills.
- (c) Explain the following concepts
 - (i) Win Win Strategy.
 - (ii) National selling
 - (iii) Activity Quotas

15

3. Answer any two questions:-

- (a) Differentiate between Distributor and Wholesaler.
- (b) What are the factors affecting effective management of distribution channels?
- (c) Discuss Kenneth Thomas five styles of conflict resolution.

15

4. Answer any two questions:-

- (a) Explain the direct supervisory methods of sales force.
- (b) Discuss in brief sales Performance Review.
- (c) Write a detailed note on ethics in sales Management.

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TURN OVER

Question Paper Nsales Management

R Sandford



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