

Time: 2 ½ Hrs

Marks: 75

NB (1) All questions are compulsory.

(2) Figures to the right indicate full marks.

Q.1 a) State whether the following statements are true or false. **(Any 08)** (8)

- 1) Distribution management is next to production management.
- 2) Channel policy must be updated with market dynamics.
- 3) Articles of mass consumption are sold through exclusive distribution.
- 4) Channel of distribution starts with consumer.
- 5) Profitability levels in an organisation are market dependent.
- 6) Jury of executive opinion has scientific validity.
- 7) Intra-personal conflict is often called individual level conflict
- 8) Better selling is the key to better business
- 9) Distribution in virtual world facilitates face to face meeting.
- 10) CRM provides competitive advantage.

Q.1 b) Match the column **(Any 07)** (7)

1	Threat of new entrants	A	Kenneth Thomas
2	Intensive distribution	B	Key performance indicator
3	Conflict resolution	C	Break the bulk
4	In adequate presentation	D	Unethical practice
5	Client centred selling	E	Maggie
6	Efficiency to Effectiveness	F	Hurdle to salesperson
7	Intermediaries	G	Recent trend
8	Misrepresentation	H	Problem Solving
9	KRA	I	Competitors
10	Sales report	J	Indirect method of supervision and control on sales force

Q.2

- a) Explain the qualities of sales manager (8)
- b) Explain any 3 structures of sales organisation. (7)

OR

- c) Explain the importance of distribution management. (8)
- d) Discuss the various development in sales management. (7)

Q.3.

- a) What are the methods of sales forecasting? (8)
- b) What are the different types of sales closing techniques? (7)

OR

- c) Elaborate the process of selling. (8)
- d) Discuss different types of selling strategies. (7)

Q.4

- a) Who are channel partners? Discuss functions of wholesalers. (8)
b) What are the factors affecting the choice of distribution channel? (7)

OR

- c) What are the types of channel conflict? Explain with suitable examples. Discuss the ways to resolve conflicts. (15)

Q.5

- a) Explain the methods of sales evaluation. (8)
b) Explain new trends in sales and distribution management. (7)

OR

Q.5 Short notes (**any 03**) (15)

1. Ethics in sales.
 2. Selling skills
 3. Sales Quota
 4. Sales management audit.
 5. KRA
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