

2017

Management Studies

PAPER : 3.7(B)

Sales and Distribution

FULL MARKS:70

Time :3 hours

{ The figures in the margin indicate full marks for the question. }

A. Answer briefly any five:

2x5=10

1. What is sales volume quota?
2. What is centralized training?
3. What are training tours?
4. What is a zero level of marketing channel? Give example.
5. What is a goal setting theory of motivation?
6. What is Efficient Consumer Response application?

B. Answer any five:

4x5=20

1. What is the importance of a sales plan?
2. What are the criteria for territory designs?
3. Discuss the Maslow's Hierarchy of Needs Theory of Motivation.
4. What are the functions of marketing channels?
5. What are the methods of sales force evaluation?
6. What are the different types of compensation plan?

C. Answer any five:

8x5=40

1. What are the stages involved in personal selling process? Explain.
2. What is personal selling? What are the advantages of personal selling? Explain AIDAS theory of personal selling. 2+2+4
3. What are the stages involved in the sales personnel selection process? Explain each.
4. What are the characteristics of a good sales quota? Explain the types of sales quota. 4+4
5. What are the functions in logistics management? Explain each briefly.
6. What are the measures of channel performance both at macro and micro level? Explain Strategic Profit Model with its mathematical formula. 4+4