

Time: 2 ½ Hours

Marks:75

Q1a. State whether the following statements are true or false. (any 08) (08)

1. Better selling is the key to better business.
2. Sales coordination discourages salesperson
3. Production oriented period emphasised best quality goods.
4. Intra personal conflict is often called individual level conflict.
5. Jury of executive opinion has scientific validity.
6. Profitability levels in an organisation are market dependent.
7. Wholesaler and distributors are the same.
8. Distribution audit is not use as an instrument of channel control.
9. Pricing act as a demand regulator.
10. E-marketing facilitates faster reach to the customers.

Q1b. Match the column ( Any 07) (07)

1	Effectiveness	A	Hurdle to salesperson
2	Customer orientation	B	No time orientation
3	Intermediaries	C	Correlation analysis
4	Sales forecasting	D	Growth and recession
5	Threat of new entrants	E	Want satisfaction
6	Economic cycle	F	Moral standards
7	Inadequate presentation	G	Channel partner
8	Ethics	H	Break the bulk
9	Budget	I	Competitors
10	Distributors	J	Instrument of channel control

Q.2a) What is the role of sales department? (08)

b) Elaborate the functions of sales manager. (07)

OR

c) Explain the various structures of sales organisation. (08)

d) Explain the qualities of a sales manager. (07)

Q. 3.a) What are the methods of sales forecasting? (08)

b) What are the different types of sales quota? (07)

OR

c) Elaborate the process of selling. (08)

d) What are the steps involved in assigning sales territories to salesperson? (07)

Q.4 a) What are the functions performed by distributors? (08)  
b) what are the factors affecting the choice of distribution strategy? (07)

OR

c) What are the types of channel conflict? (08)  
d) Elaborate the Kenneth Thomas styles of conflict resolution. (07)

Q.5 Short Notes (any 3) (15)

1. Sales performance evaluation.
2. Ethics in sales.
3. Tools for channel control.
4. New trends in sales and distribution management
5. Sales management audit