

8887

T.Y.B.B.A

Time: 3 hrs

SUB : Sales & Distribution Management

Marks:100

OCT - 2017

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|---------------|--|-----------|
| 1. (A) | Explain concept of sales management with its evolution | 10 |
| (B) | Explain the relationship of sales department with other department. | 10 |
| OR | | |
| 1. | Explain any two theories of selling in detail. | 20 |
| 2. | Explain sales promotion with procedure of deciding sales promotion budget. | 20 |
| OR | | |
| 2. | Discuss methods of sales promotion in detail. | 20 |
| 3. | Explain the selection procedure of sales force. | 20 |
| OR | | |
| 3. | Explain various methods of compensation to sales force. | 20 |
| 4. | Explain selecting types of distribution channel in detail. | 20 |
| OR | | |
| 4. | Explain term whole seller with its functions. | 20 |
| 5. | What is physical distribution? Explain nature of total system concept. | 20 |
| OR | | |
| 5. | Explain various methods for compensating the channel members | 20 |