

TYBBA- (yearly) Examination 2016 - *M.V.*

Paper No. 307- Sales and Distribution

*Ques = 8887*

Marks : 100

Q.1 Define the concept of salesmanship in detail? (20)

OR

Q.1 Give theories of selling any two? (20)

Q.2 What is sales promotion and how will you decide sales promotion budget? (20)

OR

Q.2 Explain the sales promotion strategy? (20)

Q.3 Do you think compensating the sales force helps? (20)

OR

Q.3 What is sales personal training explain? (20)

Q.4 What do you understand by marketing channels and how will you select a good marketing channel? (20)

Or

Q.4 Explain the functions of wholeselling and retailing? (20)

Q.5 Explain physical distribution and its tasks? (20)

OR

Q.5 How will you compensate the channel members in physical distribution? (20)