

Seat No. _____

BBA- Semester V Examination
OCT - 2016
Sales and Distribution Management - Code: 3740

Time: _____

70 Marks

Q.1 Write in detail evolution of sales management concept? (14)

OR

Q.1 Explain Nature and importance of sales Management? (14)

Q.2 Differentiate and describe Salesmanship and Personal selling? (14)

OR

Q.2 Illustrate in detail Sales management departments with other departments? (14)

Q.3 Explain different methods of sales promotion? (14)

OR

Q.3 How would you regulate sales promotion activities as a manager in a company? (14)

Q.4 Describe the "Selection Procedure" of salesmen?

OR

Q.4 "Sales compensation plans are affected by the demographic characteristic of Salesperson" Explain the statement (14)

Q.5 Write short note on (Any two) (14)

1) Quotas

2) Sales Territories

3) Training methods of personnel