Q.P. Code :20076

[Time: 2:30 Hours]   [Marks:75]

Please check whether you have got the right question paper.

N.B: 1. All questions are compulsory.
       2. Figures to the right indicate full marks.
       3. Support your answer with suitable examples wherever necessary.

Q.1 Answer **any two** questions.   (15)

   a. Discuss the qualities of sales manager.
   b. Explain in brief different structure of sales organisation.
   c. What is the role of distribution in sales management?

Q.2 Answer **any two** questions: (15)

   a. Explain the quantitative methods of sales forecasting.
   b. What is selling? Explain in brief the process of selling.
   c. Explain the following concepts:-
       1. Sales Quotas
       2. International Selling
       3. Listening Skills

Q.3 Answer **any two** questions: (15)

   a. What is wholesaler? Explain its function.
   b. Discuss the types of channel conflict.
   c. What are the ways in motivating channel members?

Q.4 Answer **any two** questions: (15)

   a. Write a detailed note on KRA's.
   b. State the new trends in sales and distribution management.
   c. Explain the methods of supervision and control of sales force.

Q.5 Case study: (15)

You are sales executive working with M/S Singh Motor Ltd. your showroom stocks various models of Matiz cars. You have been speaking to a prospect who is a senior executive in a reputed company. He has told you that one of reasons why he looking for a small car is that he has not been claiming car allowance from his company.

He has a small family of five persons, which includes his wife, three small children 9, 7 and 5 years old and himself. He wants you to give him a stereo and other accessories free as these are being offered by another dealer. He is also very particular about after sales service.

Questions:
   a. Suggest suitable selling strategy for your company.
   b. What can be the reasons of unsuccessful closing of sale?
   c. Discuss the choice of distribution system with reasons for the above case.

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