

TUBMS (2) / Sales & Distribution mgmt. / 100

Q.P. Code :746701

(2½ Hours)

[Total Marks : 75

- N.B. : (1) All questions are **compulsory**.
(2) **Figures** to the **right** indicate **full marks**.
(3) **Support** your answers with suitable **illustrations** and **diagrams** wherever **necessary**.

1. Answer any **two** questions:-

- (a) Discuss the major developments in Sales Management.
(b) What is distribution management? Explain the role of intermediaries in distribution management.
(c) Briefly explain any three structures of sales organisation.

15

2. Answer any **two** questions:-

- (a) What is sales forecasting? Discuss the qualitative techniques of sales forecasting.
(b) Explain the various types of selling skills.
(c) Explain the following concepts
(i) Win Win Strategy.
(ii) National selling
(iii) Activity Quotas

15

3. Answer any **two** questions:-

- (a) Differentiate between Distributor and Wholesaler.
(b) What are the factors affecting effective management of distribution channels?
(c) Discuss Kenneth Thomas five styles of conflict resolution.

15

4. Answer any **two** questions:-

- (a) Explain the direct supervisory methods of salesforce.
(b) Discuss in brief sales Performance Review.
(c) Write a detailed note on ethics in sales Management.

15

TURN OVER