Rupesh

Q.P. Code :02240

[Time: Two & Half 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.

Q.1   Answer (any two) of the following: 15
a) What is sales management? Explain the role of sales department.

b) Explain the importance of distribution management.

c) State and explain any two structure of sales organization.

Q.2   Answer (any two) of the following: 15
a) Discuss in brief the methods of sales forecasting.

b) Explain the reasons for unsuccessful closing of sale.

c) Explain the following concept:-
      1)   Negotiation skills

      2)   Volume Quota

      3)   International selling

Q.3   Answer (any two) of the following: 15
a) Discuss different choice for selecting distribution system.

b) Explain the methods for motivating channel members.

c) Write in detail role and function of wholesaler.

Q.4   Answer (any two) of the following: 15
a) Write a note on Sales Management Audit.

b) Discuss different instruments for channel control

c) Explain various ethical issues in sales management.

Q.5   Case Study

The Indian Government has implemented the scheme of Pubic Distribution system (PDS) for   15
food grains and other essential consumer's items. The main objective of this scheme is to ensure
the supply of essential consumer items to the vulnerable sections of society. However it has been
found that the scheme has not been very efficient many of the vulnerable society members could
not avail of services of the distribution system.

This government is now proposing to launch a new targeted Public Distribution (TPDS). This
shall be particularly targeted at the lowest income consumers. This schemes shall segment the
lower and higher segment consumer through separate ration-cards and prices for the items sold.

Questions:

a) Analyse the case.

b) What factors will you consider while selecting a distribution channel.   07

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