

Time: 2.30 Hours

Marks: 75

NB (1) All questions are compulsory.

(2) Figures to the right indicate full marks.

(1)(A) Select whether the following statements are True or False. (Any 8)

(8)

- T a) CRM enables companies to implement customer centric strategy.
T b) Intra personal conflict is often called individual level conflict.
T c) Compromising negotiation strategy assumes that a win-win solution is possible.
F d) Volume quota is used when selling activities are combined with important non selling activities.
T e) Pricing acts as demand regulator.
T f) E-marketing facilitates faster reach to the customers.
T g) Giving a gift for a large order given by the customer is an unethical practice.
T h) Distribution management is same as production management.
T i) Price and promotion differentiation are the primary reasons contributing to rivalry among competitors.
F j) Active listening ignores the undesired part of the message.

(1)(B) Match the following (Any 7)

(7)

- | | |
|---------------------------|--|
| a) Forecasting | 1) push strategy 5 |
| b) Hybrid Structure | 2) code of moral principles and 3 |
| c) Ethics | 3) values combination of various structure 6 |
| d) Sales report | 4) sales management |
| e) Hard Sell | 5) process of predicating future happening 7 |
| f) Intermediaries | 6) win-win strategy 8 |
| g) Budget and report | 7) flatter the customer |
| h) Collaborative Strategy | 8) break the bulk 2 |
| i) Compliment close | 9) instruments of channel control 2 |
| j) Sales manager | 10) supervisory tool 4 |

2a. Describe the qualities of a sales manager. (8)

2b. Briefly explain any 2 structure of Sales organisation. (7)

OR

2c. What is Distribution Management? Explain the importance of distribution management. (8)

2d. What is Sales Management? Explain the role of sales department. (7)

3a. Define Sales forecasting. Discuss the techniques of sales forecasting. (8)

3b. What is selling skills? Explain the various types of selling skills. (7)

OR

3c. Explain the various methods of closing a sale. (8)

3d. What are the steps involved in the process of selling? (7)

4a. Differentiate between Consumer Selling and Organisational Selling. (8)

4b. Discuss the functions of a Retailer. (7)

OR

4c. Explain the following concepts: i. Channel Control ii. Channel Design (8)

4d. What is channel conflict? Explain briefly the types of channel conflict. (7)

5a. Discuss the methods of supervision of sales force. (8)

5b. Discuss different instruments for channel control.

(7)

OR

Q5c. Write Short Notes (Any 3)

(15)

1. Key Result Areas (KRA)
2. Sales Territory
3. Stimulus Response Theory.
4. Emerging trends in sales and distribution management.
5. Types of sales quota