

Z-5257

**M. B. A./M. B. A. (MM) (Third Semester)
Examination, 2015**

(New/Old Course)

SALES and DISTRIBUTION MANAGEMENT

Paper : MS-210/-MM-204

Time Allowed : Three hours

Maximum Marks : 85 (Old Course)

: 70 (New Course)

**Note : Attempt all five questions. One question from
each unit is compulsory. All questions carry
equal marks.**

Unit-I

1. Analyse the concept of Sales Management. 14/17

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PTO

[2]

Or

Discuss the major steps in the strategy formation process
of Sales Management.

Unit-II

2. Why people are giving importance to relationship selling?
What added advantage does it provides to the Sales
Managers. 14/17

Or

Describe the steps in selling process. Give practical
example to support your answer.

Unit-III

3. What are the sources of recruiting the sales personal? 14/17

Or

Discuss the different types of organisations.

Unit-IV

4. What are the types of sales quotas? Describe the
advantages and limitations of quota system in sales. 14/17

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[3]

Or

What are the fundamentals of successful selling? Discuss
the importance of understanding customer's psychology.

Unit-V

5. What are the constituents of Sales Environment? Discuss the
same with example.

Or

Explain the duties and responsibilities of sales personnel.

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