

BBA 6th sem

Total number of printed pages--3

47(6) SDMN 6.1

2013

SALES & DISTRIBUTION MANAGEMENT

Paper : 6.1

Full Marks : 80

Time : Three hours

The figures in the margin indicate full marks for the questions

Answer *any five* questions.

1. (a) What is sales management ? What are the various functions of sales management ? 8
- (b) What is the difference between a suspect, a prospect and a qualified prospect ? 8
2. (a) What are the main sources of recruitment ? 8
- (b) Discuss the role of psychological testing in the selection process for sales people. 8

Contd.

3. (a) What are the various techniques of motivating the sales force ? 8
(b) What are the advantages and disadvantages of a straight salary compensation plan ? 8
4. (a) Define sales forecasting and discuss the various methods used for sales forecasting. 8
(b) Discuss the importance of monitoring and performance appraisal of sales force. 8
5. (a) What is sales territory ? Why do firms establish sales territory ? 8
(b) 'Quotas' can act as a 'motivator' as well as 'demotivator'. Comment. 8
6. (a) How does a marketing manager select a distribution channel ? What are the various choices available to him ? 8
(b) What are the links among motivation, evaluation and compensation ? 8

7. (a) What are the various methods of personality development ? 8
(b) What information does a hiring organisation seek when evaluating recruited candidates ? 8

8. Write short notes on : (any two) 8×2=16

- (a) AIDA Model
(b) Behavioural equation theory
(c) Sales force planning
(d) Techniques of handling objections.