

BBA 6<sup>th</sup> Sem  
6 sheets

Total number of printed pages-3

47 (6) SDMN 6-1

2014

## 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 from all.

1. (a) What role does sales management play in the marketing function ? 8
- (b) Discuss the different methods of selling. 8
2. (a) Personal selling is a two way communication best suited to a company marketing consumer products with a poor brand loyalty. Discuss. 8
- (b) What is the difference between a suspect, a prospect and a qualified prospect ? 8

Contd.

3. (a) What information does a hiring organization seek when evaluating recruited candidates ? 8  
(b) What are the primary sources of recruitments ? 8
4. (a) What are the various methods of non-financial compensation ? 8  
(b) What are the basic components of a compensation package ? 8
5. (a) What are the purpose of performance appraisal ? Write the different types of tradition method of performance appraisal. 8  
(b) What functions do quotas perform and why are they so important to a firm ? 8
6. (a) Define demand forecasting and discuss the various methods used for demand forecasting. 8  
(b) How does a marketing manager select a distribution channel ? What are the various choices available to him ? 8

7. (a) What are the basic functions being performed by channel members at various levels ?  
(b) Who are the participants in the distribution system ?
8. Write short notes on : (*any two*)  
(a) Zero level marketing channel  
(b) Territory management  
(c) Difference between advertising and personal selling.