

MAY 2011

P/ID 37519/PBEC

Time : Three hours

Maximum : 80 marks

PART A — (5 × 5 = 25 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. What are the various types of field sales organisation?
2. Explain the qualities of a good sales person.
3. Distinguish between creative salesmanship from competitive salesmanship.
4. Explain the need for appraising the performance of salesman.
5. What are the factors normally involved in buying?
6. What are the types of transport system used for distribution?
7. Explain the role of packaging in distribution management.
8. Explain the functions of dealers at retail level.

PART B — (4 × 10 = 40 marks)

Answer any FOUR questions.

All questions carry equal marks.

9. Explain the functions of sales management. Is sales management a challenging profession? If so, why?
10. How do you build a good training programme for sales executives?
11. Discuss the factors to be considered while devising a good sales compensation plan.
12. What strategies you would adopt to control distribution cost?
13. What factors affect channel policies? Suggest appropriate distribution channel for (a) designer watches (b) weight reducing tables.
14. How will you choose location of warehouse for a cement industry?

PART C — (1 × 15 = 15 marks)

(Compulsory)

15. If you are dealing with the industrial goods as a manufacturer, you are expected to stimulate the favour for the following questions. If you want to operate from Delhi to other market all over India.

- (a) How will you select your intermediaries?
 - (b) How will you plan for compensation plans for sales forces?
 - (c) How do you choose the incentive programmes for sales forces?
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