

MAY 2012

**P/ID 37519/PBEC**

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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 different kinds of selling?
2. Explain the purpose of sales performance standards.
3. What are the objectives of preparing sales budget?
4. What are the various sources of recruitment of salesman?
5. Explain the nature and characteristics of motivation.
6. Write short note on salesmanship.
7. What are the demographic factors influencing buyer behaviour?
8. How would you determine optimum mode of transport?

PART B — (4 × 10 = 40 marks)  
Answer any FOUR questions.  
All questions carry equal marks.

9. Explain the functions of sales management.
10. How do you build a good training programme for sales executives?
11. Explain the methods and procedural steps in sales forecasting.
12. What is sales quota? Explain the various types of sales quota.
13. Comment on the role of distribution channels in marketing and distribution.
14. Discuss the types of risks involved in distribution channels and explain how will you overcome those risks.

PART C — (1 × 15 = 15 marks)  
Compulsory.

15. Develop an appropriate distribution strategy for a health magazine published weekly covering all the issues of public and personal health, research and development, natural way of living, environmental hazards and the related topics.