Reg. No. \_\_\_\_\_\_\_\_\_\_\_\_\_



**End Semester Examination – Nov / Dec – 2019**

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| --- | --- | --- | --- |
| **Code :** | **18MS3029** | **Duration :** | **3hrs** |
| **Sub. Name :** | **SALES AND DISTRIBUTION MANAGEMENT** | **Max. Marks :** | **100** |

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

|  |  |  |  |  |
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| **Q. No.** | **Sub Div.** | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. |  | Enumerate in detail all the four theories of personal selling. | CO1 | 20 |
| **(OR)** | | | | |
| 2. | a. | Elicit the qualities of effective sales executives. Describe the steps in personal selling. | CO1 | 10 |
| b. | Enumerate in detail all the Sales forecasting methods. | CO2 | 10 |
|  |  |  |  |  |
| 3. |  | Discuss the types of sales organization structure with appropriate diagrams. | CO2 | 20 |
| **(OR)** | | | | |
| 4. |  | Elaborate on the objectives and methods of manufacturer – distributive network cooperation. | CO3 | 20 |
|  |  |  |  |  |
| 5. |  | With appropriate figures , explain in detail the procedure for selection of sales personnel. | CO3 | 20 |
| **(OR)** | | | | |
| 6. |  | Elucidate the planning of sales training methods. | CO4 | 20 |
|  |  |  |  |  |
| 7. |  | Write a short note on compensation plans for sales personnel. | CO4 | 20 |
| **(OR)** | | | | |
| 8. |  | Determine the functions of marketing channels and types of intermediaries. | CO5 | 20 |
|  | | **Compulsory**: |  |  |
| 9. | a. | Analyse the objectives in using quotas. Briefly discuss the types of quotas and quota setting procedures. | CO5 | 15 |
| b. | How to administer the quota system? | CO5 | 5 |