DECEMBER 2022 **P/ID 77940/RMBM1**

Time : Three hours Maximum : 80 marks

SECTION A — (10 × 2 = 20 marks)

Answer any TEN questions in 50 words each.

1. What do you understand by the term sales force?

2. Define public distribution.

3. What do you mean by Sales Planning?

4. What is merchandising?

5. What are the various types of Distribution Channels?

6. Define Sales Positions.

7. What are the roles of Marketing Channel in the overall function of Marketing?

8. What are the most important Sales Skills?

9. What do you mean by dealer network?

10. What is mean by control of Efforts?

11. What is designing of Channel Information System?

12. Define the term appointment of Dealer.

SECTION B — ($5 \times 6 = 30$ marks)

Answer any FIVE questions in 250 words each.

13. Brief the importance and objectives of training of sales persons.

14. Explain the relationship of sales manager with top management.

15. What is sale Audit? Explain.

16. Explain the methods adopted by sales managers for remunerating sales persons.

17. Distinguish between salesmanship and Personal Selling.

18. Explain how is the role of whole seller different from retailer.

19. Discuss the different stages of a selling process.

SECTION C — ($3 \times 10 = 30$ marks)

Answer any THREE questions in 500 words each.

20. How does a sales Manager design a sales territory and what are the different shapes of territory design? Discuss.

21. Critically analyse the various methods of sales forecasting used industrial as well as consumer products.

22. Explain how will you prepare job description for sales representatives.

23. Illustrate why is controlling and motivation essential for sales force?

24. Define sales distribution and elaborate its special features. Also discuss its role and importance.