MAY 2025 **P/ID 77940/RMBM1**

Time : Three hours Maximum : 80 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions.

1. What is staffing and training?
2. Why is training important for the employees?
3. Define a sales budget.
4. What for a sales budget used?
5. Mention the role played by a wholesale dealer.
6. Mention the role of a retail dealer.
7. List out any four functions of staffing.
8. What is meant by sales audit?
9. State the meaning of consumer behavior.
10. Define sales quotas.
11. Write three to four lines about manpower planning.
12. Describe the purpose of sales performance standards.

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions.

13. Write short notes on sales force automation.

14. Write a short note on the importance of sales forecasting.

15. Enlist the importance of staffing.

16. Briefly explain the functions of staffing.

17. Elucidate about the direct distribution channel with its benefits and features.

18. Mention a few tips to achieve the sales quotas of a company.

19. How is the manpower planning done within an organization?"

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

20. Enumerate in detail the importance of training the employees within the organization.

21. List down the characteristics of staffing.

22. Write in detail about the components of the distribution channels.

23. Discuss the different types of sales quotas in detail.

24. Elucidate the different types of manpower planning.

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