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MS - 413

VI Semester B.Com. Examination, May/June 2013

(Semester Scheme)

Commerce

Elective Paper - 4(C) : SALES AND DISTRIBUTION MANAGEMENT

Time : 3 Hours

Max. Marks : 90

Instruction : Answer should be fully either in **English** or in **Kannada**.

SECTION - A

Answer **any 10** sub questions, **each** carries **2** marks.

(10×2=20)

1. a) What is sales organisation ?
- b) Who is an agent wholesaler ?
- c) What is Motivation ?
- d) Expand AIDAS ?
- e) What is Sales Audit ?
- f) What is Sales Report ?
- g) What is Automatic Vending Machine ?
- h) Who is a Speciality Salesman ?
- i) Who is a Retailer ?
- j) What is IIT ?
- k) What is Network Marketing ?
- l) Mention various methods of Sales Control.

SECTION - B

Answer **any 5** questions, **each** carries **5** marks.

(5×5=25)

2. Explain the territory shapes.
3. Briefly explain any three methods of sales forecasting.
4. Discuss the nature of personal selling.

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5. Explain the components of value chain.
6. What are the essentials of good sales report ?
7. State the different methods of channels of distribution.
8. Mention the components of Sales Management Environment.
9. Explain the Sales Process.

SECTION – C

Answer **any 3** questions, **each** carries **15** marks.

(3×15=45)

10. Explain the various functions of retailers
11. Explain the different types of Sales Quotas.
12. Discuss the advantages and disadvantages of Direct Marketing.
13. Explain the factors that affect choice of channels of distribution.
14. Explain the role of selling in a planned economy.