



VI Semester B.Com. Examination, May/June 2014
(Semester Scheme)
(2013-2014 Only)
(Fresh) COMMERCE
Elective Paper – 4(C) : Sales and Distribution Management

Time : 3 Hours

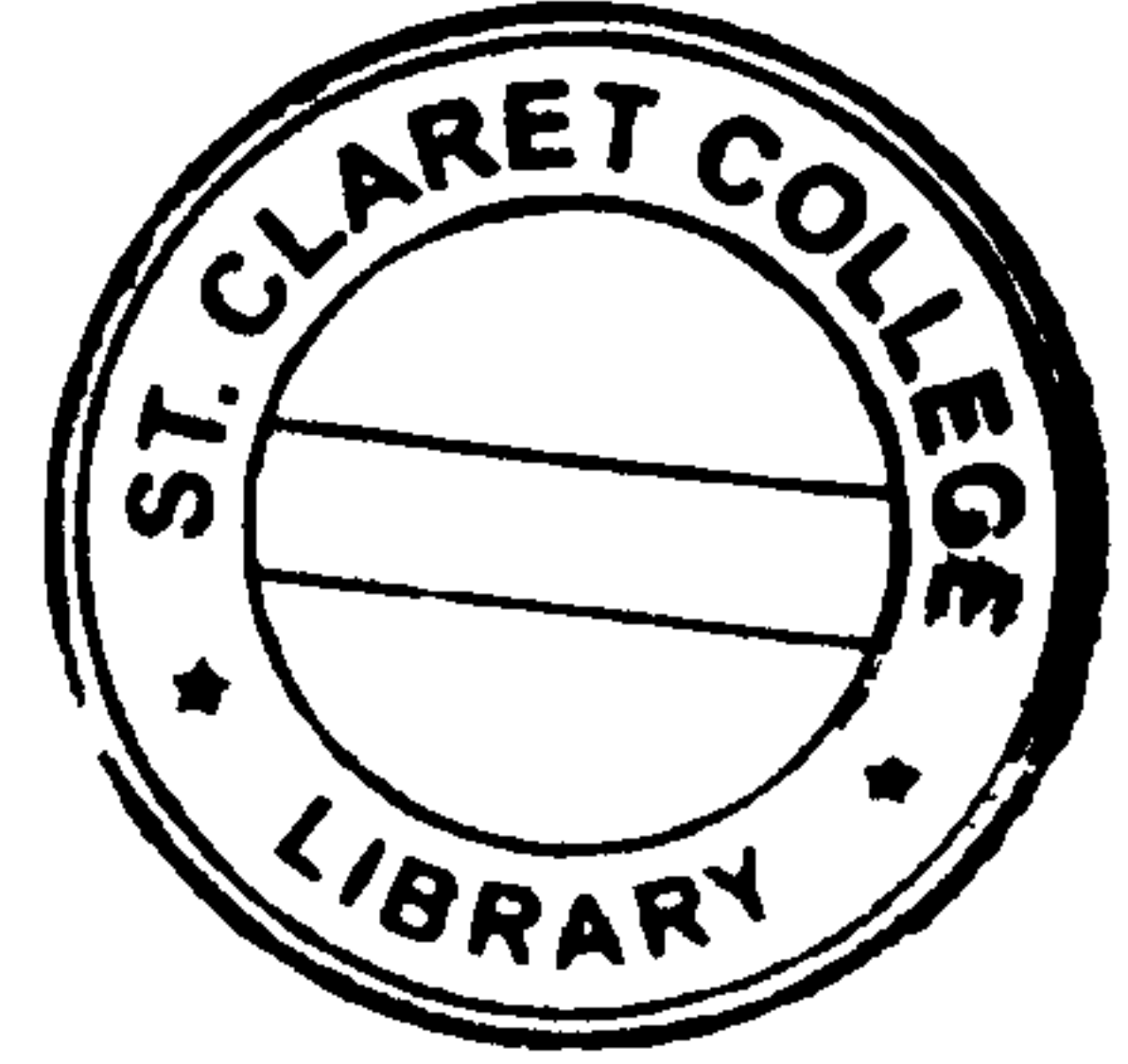
Max. Marks : 100

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

SECTION – A

Answer **any eight** sub-questions. **Each** sub-question carries **2** marks : **(8×2=16)**

1. a) Who is a speciality salesman ?
- b) What is sales analysis ?
- c) What is sales budget ?
- d) State any 4 objectives of business organisation.
- e) What is Sales Report ?
- f) What is network marketing ?
- g) Mention any 4 methods of sales control.
- h) What is meant by merchant salesmanship ?
- i) Expand AIDAS.
- j) What is sales routing ?



SECTION – B

Answer **any three** questions. **Each** question carries **8** marks : **(3×8=24)**

2. Explain the objectives of supply Chain Management.
3. Briefly explain the Sales Management Environment.
4. Briefly explain the types of sales quotas.
5. Explain the importance of sales organisation.
6. Discuss the nature of personnel selling.

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SECTION – C

Answer **any four** questions. **Each** question carries **15** marks :

(4×15=60)

7. Explain the sales process.
8. Explain different modes of motivating marketing intermediaries.
9. Analyse the elements of logistics management.
10. Explain the advantages and disadvantages of direct marketing.
11. Discuss the methods of sales forecasting.