

**2022**

**COMMERCE**

**Paper : DSE-306C**

**(Sales and Distribution Management)**

**Full Marks : 40**

*The figures in the margin indicate full marks.*

*Candidates are required to give their answers in their own words  
as far as practicable.*

**Module - I**

Answer *any two* questions.

1. Define sales forecasting and state its relevance to business firms. Discuss about any two methods of sales forecasting by stating the pros and cons of each method. 4+6
2. (a) 'An effectively designed sales organization facilitates the task of sales management'. Explain.  
(b) Differentiate between a 'territorial sales force structure' and a 'product sales force structure' using appropriate examples. 4+6
3. (a) How is the 'pre-approach' different from 'approach' as applicable in the personal selling process?  
(b) Elaborate on the various sales presentation techniques using suitable illustrations. 4+6
4. Write short notes on *any two* : 5+5
  - (a) Methods of prospecting
  - (b) Techniques of closing the sale
  - (c) Steps in sales territory design
  - (d) Functions of Sales Management.

**Module - II**

Answer *any two* questions.

5. (a) Briefly explain the different external sources of recruiting the sales force.  
(b) Discuss, in brief, the various types of psychological tests used in the selection of sales personnel. 5+5
6. (a) State the benefits of sales force performance appraisal.  
(b) Elaborate on any two modern methods of evaluating the sales force performance. 4+6

**Please Turn Over**

7. Explain the combination compensation scheme. What are its merits and demerits? 5+5
8. Write short notes on *any two* : 5+5
- (a) Benefits of Sales Audit
  - (b) Combination Quota
  - (c) Types of Sales Budget
  - (d) Retail Store Formats.
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