2023

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. (a) What is prospecting?

   (b) Mention the objectives of personal selling.

   (c) Discuss the types of sales forecasting.   2+3+5

2. (a) Elucidate on the emerging trends in sales and distribution management with examples.

   (b) Explain Franklin Evan's buyer-seller dyad with examples. Also highlight the significance of Evan's findings.   5+5

3. (a) What are situational questions in SPIN model? Explain with examples.

   (b) Mention any two advantages of stimulus response method.

   (c) Explain the advantages of line and staff organization.   4+2+4

4. (a) Discuss survey method and collective opinion method of sales forecasting.

   (b) What is the procedure of making a sales forecast?

   (c) Define sales territory.   5+3+2

Module - II

Answer *any two* questions.

5. Define sales quota. Elaborate on any two types of sales quota using suitable examples.   2+8

6. State the relevance of selection of right salespeople in an organization. Elaborate on the various steps involved in the selection of sales personnel in an organization.   3+7

Please Turn Over

7. Differentiate between 'Straight Salary' compensation plan and 'Straight Commission' compensation plan by highlighting their merits and limitations. 10

8. Write short notes on *any two* of the following : 5×2

   (a) External Sources of Recruitment

   (b) 360° Appraisal

   (c) Objectives and Task Method

   (d) Building a Retail Brand.