

2024

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) Distinguish between selling and marketing.
(b) Explain the characteristics of effective sales objectives (SMART). 5+5
2. Describe the functional type of sales organisation using suitable illustrations. Mention its merits and demerits. 10
3. Define personal selling. Explain the stages involved in the personal selling process. 10
4. Write short notes on (*any two*) : 5×2
 - (a) Jury of executive opinion method
 - (b) Steps involved in designing a sales territory
 - (c) AIDAS theory
 - (d) Trial Close.

Module - II

Answer *any two* questions.

5. (a) Explain briefly 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

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7. (a) Mention the objectives of sales quota.
(b) Elaborate on any one type of sales quota using suitable examples.
(c) Differentiate between structured and unstructured interview. 2+4+4
8. Write short notes on (*any two*) : 5×2
- (a) Steps for conducting Sales Audit
 - (b) Super Markets
 - (c) Combination Compensation plan
 - (d) Types of large format retail stores.
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