

2025

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) Define sales management and state its key objectives.
(b) Examine the new and emerging trends in sales and distribution management. 5+5
2. (a) Explain prospecting in personal selling. What are the main methods used in prospecting?
(b) Distinguish between pre-approach and approach in personal selling.
(c) Describe the sales presentation and demonstration stage with examples. 4+3+3
3. (a) Why is sales forecasting considered a key managerial tool?
(b) Explain the jury of executive opinion method and the exponential smoothing method of sales forecasting using appropriate examples. 4+6
4. Write short notes on (*any two*) : 5×2
 - (a) AIDAS theory of selling
 - (b) Product-centric Sales Force Structure
 - (c) SPIN model
 - (d) Types of Territorial Design.

Module - II

Answer *any two* questions.

5. Elaborate the different types of sales quota using suitable examples. 10
6. (a) Distinguish between 'straight salary' and 'straight commission' methods of sales force compensation.
(b) Explain the significance of sales audit. 5+5

Please Turn Over

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7. (a) Suggest any two appraisal methods for evaluating the performance of salespersons in a competitive FMCG market.
- (b) What is meant by a retail brand? Explain its significance in today's business scenario. 5+5
8. Write short notes on (*any two*) : 5×2
- (a) Methods of closing the sale
 - (b) Sources of Recruitment for a sales force
 - (c) Steps involved in preparing a sales budget
 - (d) Role of Technology in large format retailing.
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