



MS – 416

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VI Semester B.Com. Examination, May/June 2014
(Repeaters) (Semester Scheme) (Prior to 2013-14)

COMMERCE

Elective Paper-4 (c) : Sales and Distribution Management

Time : 3 Hours

Max. Marks : 90

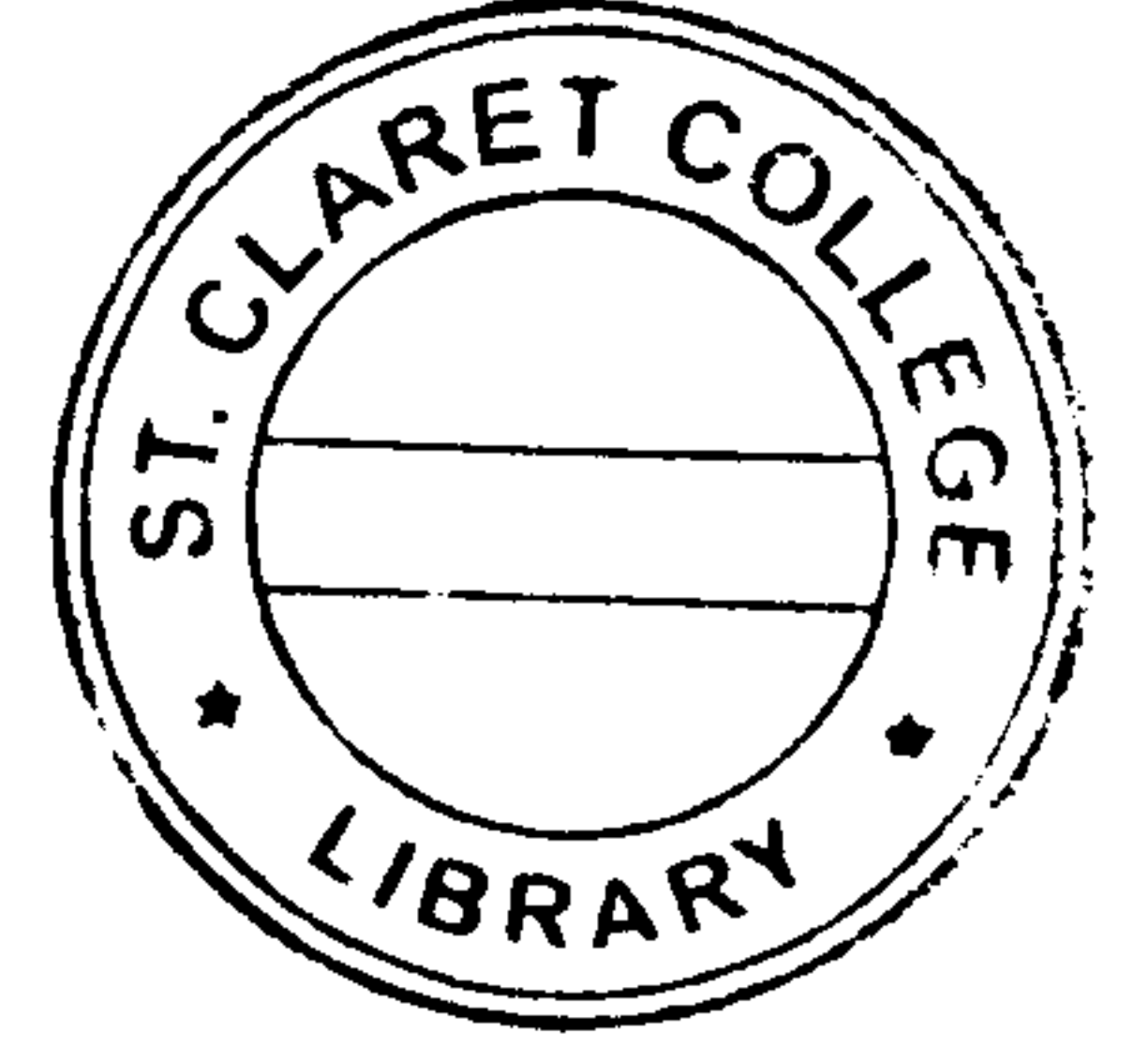
Instruction : Answer should be fully either in **English** or in **Kannada**.

SECTION – A

Answer **any 10** sub-questions. **Each** sub question carries **2** marks.

(10×2=20)

1. a) What is sales organisation ?
- b) State any two objectives of sales training.
- c) What is motivation ?
- d) Who is a wholesaler ?
- e) What is sales management planning ?
- f) What is Hyper market ?
- g) Expand QRM.
- h) Mention any two methods of sales control.
- i) Give the meaning of business organisation.
- j) What is IIT ?
- k) What is Direct marketing ?
- l) What is sales report ?



SECTION – B

Answer **any 5** questions. **Each** carries **5** marks.

(5×5=25)

2. Briefly explain the steps involved in Sales Forecasting.
3. Explain the advantages of salesmanship.

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4. Explain the importance of sales organisation.
5. What are the essentials of good sales report ?
6. What are the major activities involved in logistics ?
7. What are the advantages of Franchising ?
8. Briefly explain the ways of motivating outlet owners.
9. Explain the sales process.

SECTION – C

Answer **any three** questions. **Each** carries **15** marks.

(3×15=45)

10. Explain the various functions of retailers.
11. Explain the duties and responsibilities of sales manager.
12. Discuss the types of salesmen.
13. Explain the methods of sales forecasting.
14. Explain the elements of logistics management.