



SA – 793

71

VI Semester B.Com. Examination, April/May 2015
(Prior to 2014-15) (Repeaters)

COMMERCE

Paper – 6.6 : Elective Paper – IV : Sales and Distribution Management
(100 Marks – 2013-14 only/90 Marks – Prior to 2013-14)

Time : 3 Hours

Max. Marks : 90/100

- Instructions :** 1) Answer should be **completely** written either in **English** or in **Kannada**.
- 2) Section **A, B, C** – common to **all** students.
- 3) Section – **D** – **compulsory** for **100** marks paper.



SECTION – A

Answer **any ten** sub-questions. **Each** sub-question carries **two** marks. **(10×2=20)**

1. a) What is personal selling ?
- b) Expand AIDAS.
- c) What is distributive network ?
- d) Mention any 4 duties of sales manager.
- e) What do you mean by management of sales force ?
- f) What is sales budget ?
- g) What is Distribution expense ?
- h) Mention two objectives of supply chain management.
- i) Mention any 4 advantages of rail transport.
- j) Who is whole saler ?
- k) What is mail order sale ?
- l) What is a multiple shop ?

SECTION – B

Answer **any five** of the following. **Each** question carries **five** marks. **(5×5=25)**

2. Briefly explain the different types of customers.
 3. Explain the micro environmental factors in brief.
 4. Briefly explain various channels of distribution.
 5. What are the functions of wholesaler ?
 6. What are the factors involved in sales forecasting ?
 7. What are the decision phases in supply chain ?
 8. Write a note on transportation and recent development.
-



SECTION – C

Answer **any three** of the following questions. **Each** carries **15** marks. **(3×15=45)**

9. What are the strengths of E-Commerce ?
10. Explain the process of sales.
11. Explain the types of salesman.
12. What are the major activities involved in logistic management ?
13. Explain the functions involved in managing the salesforce.

SECTION – D

Answer the following question. (**Compulsory** for **100** marks). **(1×10=10)**

14. Briefly explain the stages in personal selling.
-