

DU-380

M.B.A. (F.T.) IVth Semester (CBCS) Examination, 2021

Ele-III (Marketing Mgt.) Sales and Distribution Mgt.

Paper - 403

[Maximum Marks : 60

Note :- All questions from each section carry equal marks. All questions are compulsory and answer limit are approximately 250 words. Start the answer of each section from new page. Maximum limit of pages of answer booklet are approximately 16 pages. Answer should be written by the student in his/her own handwriting mandatory. The first page of answersheet should be download by the student from university website www.bubhopal.ac.in is mandatory.

1. What is sales management ? Discuss it's nature and scope.
2. Define sales meetings and it's importance.
3. How sales training programmes are helpful in improving the 'Sales Skills' of sales Personnels.
4. Write and note on Sales evaluation programme.
5. What do you understand by 'Sales Quotas' Explain.

