

DSC-138

M.B.A. IVth Semester (FT) N/X Examination, 2020

Sales Distribution Mgt.

Paper - FSM-3

[Maximum Marks : 80

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. Write a detailed note on recruitment and selection of sales personnel.
2. How compensation Plans are designed and administered ? Explain.
3. Elaborate the sales evaluation programme in detail.
4. Define channel intermediaries. Explain the organizational pattern in marketing channels.
5. Elaborate the role of information system in channel management with relevant examples.