

DU-342

M.B.A. (F.T.) IVth Semester (N/X) Examination, 2021

Sales and Distribution Management

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. Discuss the nature and scope of sales management.
2. Write a note on sales meetings.
3. What qualities an effective sales person should have ? Explain.
4. Elaborate any two popular method. of motivating a sales personal.
5. Explain the procedure of setting quotas in sales.