

**COER University****END SEMESTER EXAMINATION, EVEN SEM 2022-23**

Time : 3 hours  
 Program Name : MBA  
 Course Name : Sales & Distribution Management

Total Marks : 100  
 Semester : IV  
 Course Code : SOB 612

Note: All questions are compulsory. No student is allowed to leave the examination hall before the completion of the time.

Q. No 1	Attempt Any Four Parts. Each Question Carries 5 Marks.	CO	BL
(a)	Explain the term personal selling. Distinguish between personal selling and advertising.	CO 1	2
(b)	Highlight the importance of sales forecasting.	CO 1	2
(c)	Discuss How can salespeople use technology to sell? How can salespeople use social media to sell?	CO 1	2
(d)	Discuss How is the AIDA model applied in personal selling?	CO 1	2
(e)	Discuss How can salespeople build long-term relationships with customers?	CO 1	2

Q. No 2	Attempt Any Four Parts. Each Question Carries 5 Marks.	CO	BL
(a)	Mention the qualities of a successful sales person.	CO 2	2
(b)	What are the different factors to be considered for distribution of a product?	CO 2	2
(c)	What are the objectives of sales presentation? What are the key points to consider while presenting a product.	CO 2	2
(d)	Explain the concept of the selling process also discuss the steps of selling process?	CO 2	2
(e)	Discuss the different types of post-sale activities?	CO 2	2

Q. No 3	Attempt Any Four Parts. Each Question Carries 5 Marks.	CO	BL
(a)	What do you mean by sales management? Discuss its nature and scope.	CO 3	3
(b)	Explain different methods of recruitment and training in sales management.	CO 3	3
(c)	State and explain different structure of sales organization.	CO 3	3
(d)	Explain the concept of sales budget and also discuss the types of a sales budget?	CO 3	3
(e)	Discuss How can sales forecasting be used in pricing strategy?	CO 3	3

Q. No 4	Attempt Any Two Parts. Each Question Carries 10 Marks.	CO	BL
(a)	What are the methods of performance appraisal of sales personnel.	CO 4	3
(b)	Explain the concept of sales controlling. Why is it important for a sales organization.	CO 4	3
(c)	Discuss How can performance appraisal be used to align sales performance with organizational goals?	CO 4	3

Q. No 5	Attempt Any Two Parts. Each Question Carries 10 Marks.	CO	BL
(a)	Discuss How can a salesperson ensure they are complying with legal requirements when selling products or services?	CO 5	4
(b)	Discuss How can a salesperson ensure they are selling products or services ethically?	CO 5	4
(c)	"Selling has a good career opportunity". Do you agree with the statement? Support your answer with valid reasons.	CO 5	4

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