

This question paper contains **3** printed pages]

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S. No. of Question Paper : **6197**

Unique Paper Code : **2923062013**

Name of the Paper : **Sales and Distribution Management**

Name of the Course : **BMS**

Semester : **IV/VI**

Duration : **3 Hours**

Maximum Marks : **90**

(Write your Roll No. on the top immediately on receipt of this question paper.)

All questions carry equal marks.

You are required to attempt any *five* questions.

1. (a) What are the various types of personal selling ? Understanding different selling skills is crucial for adapting to various customer situations, explain. 9
- (b) Imagine you are selling a new software product. Using the "Right Set of Circumstances" theory, what specific conditions would you actively try to create or identify to increase your chances of making a sale ? 9

P.T.O.

2. Explain the sales management process, and explain how a "buyer-seller dyad" fits into it. What is the importance of that relationship for both the seller and the buyer ? 18
3. (a) Describe the importance of allocation of sales territory. Describe *three* benefits to setting sales quotas for a new product. 9
- (b) Innovatica Solutions Pvt. Ltd. is experiencing slow adoption of their new AI-powered customer relationship management (CRM) software. Sales representatives are not prioritizing it and the company needs to drive faster adoption and revenue from the new product. Innovatica Solutions Pvt. Ltd. is planning to implement a sales quota system specifically for the new CRM software. Which types of quotas should be given to sales representatives. (9)
4. (a) Explain the concept of "valuation enhancement through the distribution function" and provide at least *two* examples of how a well-designed distribution channel can increase the value of a product to the end customer ? 12
- (b) Explain the triangle of logistic decision-making process. 6

5. What are various types of channel members conflicts ? Also describe conflict resolution styles. 18
6. Write short notes on any *three* : 3×6
- (a) Channel influence strategies
 - (b) Emerging trends in sales management
 - (c) Sales force sizing
 - (d) Carrying and forward agents.