

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 7826

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Unique Paper Code : 6322482302

Name of the Paper : Sales and Distribution
Management (DSC-8)

Name of the Course : **B.Voc - Retail Management
& IT**

Semester : I

Duration : 3 Hours

Maximum Marks : 90

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. **All** questions carry equal marks.
3. Attempt **five** out of the **seven** questions.

1. Why is a well-designed compensation plan crucial for motivating and retaining sales personnel? Discuss the different components of a typical sales compensation plan. (9,9)

2. What is a personal selling strategy, and how does it fit into the overall marketing and sales strategy?

(8,10)

P.T.O.

3. What is the role of a sales budget in resource allocation and decision-making? (10,8)
4. What is a marketing channel, and why is it important in the distribution of products or services? (9,9)
5. How can a company optimize its distribution channels to improve efficiency and customer service? (8,10)
6. What are the challenges associated with channel integration, and how can they be overcome? (9,9)
7. Write short note :- (6×3=18)
 - (a) Sales Quotas.
 - (b) Omni channel retailing.
 - (c) Channel conflicts.