

**C.U.SHAH UNIVERSITY**

Wadhwan City

Subject Code : 4CO02SMA6

Summer Examination-2014

Date: 13 /06/2014

Subject Name:- Distribution Management &amp; Personal Selling

Branch/Semester:- B.com(Eng) /II

Time:02:00 To 5:00

Examination: Regular

**Instructions:-**

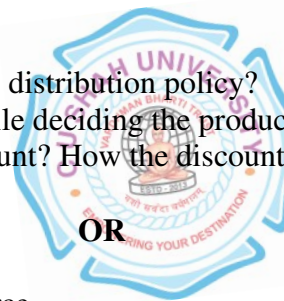
- (1) Attempt all Questions of both sections in same answer book / Supplementary
- (2) Use of Programmable calculator & any other electronic instrument is prohibited.
- (3) Instructions written on main answer Book are strictly to be obeyed.
- (4) Draw neat diagrams & figures (If necessary) at right places
- (5) Assume suitable & Perfect data if needed

**SECTION-I****Q – 1 ) Define the following terms**

- |                         |    |
|-------------------------|----|
| A. Product Modification | 02 |
| B. Distribution Medium  | 02 |
| C. Market Research      | 02 |
| D. After sales Services | 01 |

**Q -- 2 Explain following**

- |   |    |
|---|----|
| 1) Which decisions are taken under sales distribution policy?                     | 05 |
| 2) What points should be considered while deciding the product price?             | 04 |
| 3) Which are the different types of discount? How the discount policy is decided? | 05 |

**Q – 2 Explain the following**

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|--|----|
| 1) Explain the Objectives of the sales force.                                  | 05 |
| 2) State any four factors affecting the size of the sales force.               | 04 |
| 3) Give an overview of the methods used to decide the size of the sales force. | 05 |

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|--|----|
| Q – 3 1) Explain the important points to be considered while selecting salesmen. | 07 |
| 2) Briefly Discuss the Process of Salesman's Selection                           | 07 |

**OR**

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|--|----|
| Q – 3 1) Discuss the Type of Non-Managerial sales employees in a sales Organization? | 07 |
| 2) Explain the scope of structuring sales force.                                     | 07 |

**SECTION-II**

- |                                      |    |
|--------------------------------------|----|
| Q – 4 1) Give answer in three lines. |    |
| A. Sales Territory                   | 02 |
| B. Sales Quota                       | 02 |
| C. Sales Policy                      | 02 |
| 2) State the Compensation Technique. | 01 |

- |  |    |
|--|----|
| Q – 5 1) Explain the characteristics of an ideal wage system of remunerating salesmen. | 05 |
| 2) What are the reasons of controlling Salesman?                                       | 05 |
| 3) State the methods of controlling salesmen.  | 04 |



**OR**

- Q – 5 1) Discuss the commission based on fixed rate. 04  
2) Explain commission based on sales quantum. 05  
3) Which powers are given to the salesmen? 05

- Q – 6 1) State the Important tools of Motivation used to stimulate the activities of Salesmen. 07  
2) Derive the various compensation techniques used by the organization. 07

**OR**

- Q – 6 1) Describe the various techniques of providing training to the salesmen. 07  
2) Explain the training programmes 07

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