

Total No. of Pages: 1

**6738**

Register Number:

Name of the Candidate:

**M.Com. DEGREE EXAMINATION, May 2015**

**(MARKETING)**

**(SECOND YEAR)**

**220 / 620: SALES AND DISTRIBUTION MANAGEMENT**

***(Old Regulations / New Regulations)***

Time: Three hours

Maximum: 100 marks

**SECTION - A**

**Answer any FIVE questions**

**(5 × 8 = 40)**

1. What are the advantages of salesmanship? Explain
2. State the various functions of sales management.
3. Enumerate the important steps in sales planning.
4. Describe the factors influencing in designing of sales territories.
5. Explain briefly the salient features of "Additional compensation schemes" of salesman.
6. Explain the importance of "Appraising of salesman's performance."
7. Explain the important role of physical distribution in marketing.
8. Enumerate the significance of Franchise selling.

**SECTION - B**

**Answer any THREE questions**

**(3 × 20 = 60)**

9. Enumerate the duties and responsibilities of a sales manager.
10. Discuss the different methods of training the salesman.
11. What are the various methods of compensating the salesman? Explain.
12. State and explain the different classifications of channels of distribution.
13. What are the various services provided by the wholesaler? Explain.

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