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Roll No

MAM-502

Master of Applied Management (Dual Degree), V Semester

Examination, December 2016

Sales and Distribution Management

Time : Three Hours

Maximum Marks : 70

- Note :** i) Attempt any five questions.
ii) All questions carry equal marks.

1. What is the objective of sales management? Write in brief.
2. What do you mean by sales forecasting? Write in short about the limitation of sales forecasting.
3. What factors should be taken under consideration while preparing sales budgets.
4. Write difference between recruitment and selection.
5. Write in brief about the training and induction programme in any organisation.
6. How training can be provided to newly recruited employees? Discuss.
7. Why motivation for sales forces are required? Explain in brief.
8. Write in short about the levels of channels in distribution by giving suitable examples.

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