

Roll No

MAM-502

**MAM/MBA (Dual Degree/Integrated Course),
V Semester**

Examination, November 2018

Sales and Distribution Management

Time : Three Hours

Maximum Marks : 70

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

1. Explain the classification of Sales Management.
2. What are the Methods of Sales forecasting?
3. What are the factors affecting sales forecasting according to Indian Context?
4. What are the factors considering while preparing Sales Budgets?
5. Explain the Merits and Demerits of Sales Budgets.
6. Explain the different methods of Training.

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7. Explain the importance of Motivation.
8. Explain the recruitment process of Sales force.
