

**Duration: 2 ½ hours**

**Max marks: 75**

- NB:
- All questions are compulsory.
  - Figures to the right indicate full marks.
  - Draw neat and clean diagram wherever necessary.

- Q1 Answer the following (**Any Two**) **15**
- Discuss the role of sales department in brief
  - Explain the developments in sales management.
  - State and explain any two structure of sales organisation.
- Q2 Answer the following (**Any Two**) **15**
- Describe the techniques of sales forecasting.
  - Explain the methods of closing a sale
  - Distinguish between national and international selling.
- Q3 Answer the following (**Any Two**): **15**
- Explain the need of distribution channel.
  - Elucidate the factors affecting distribution strategy.
  - Discuss choice of distribution systems.
- Q4 Answer the following (**Any Two**): **15**
- Explain various methods of supervision of sales force
  - Write a note on new trends in sales management
  - Explain the following:
    - Instruments of Control
    - Sales Management Audit
    - Ethics in Sales Management
- Q5 Q5 Read the following case and answer the questions given below: **15**
- Apple Computer, Inc. (Apple) was the leader in the personal computer (PC) market until IBM PC and its clones gained popularity. Apple's market share slipped in spite of the popularity of its Macintosh (Mac) range of computers, which were sold through authorized resellers and large retailers. To regain its market share, Apple started selling online and through company-owned retail stores. The authorized resellers alleged that Apple showed undue preference to its stores during the shipment of its products. They accused Apple of following unfair practices and channel strategies aimed at eliminating them.
- Hybrid channel system
  - Channel functions,
  - Channel integration.
  - Exercise of power by a company (channel leader) over the channel members.
- The case describes Apple's approach to retailing and puts forth the arguments of the resellers and details of their lawsuits.
- Discuss various channel conflicts in the case. **5**
  - How to resolve channel conflicts. **5**
  - What other sales strategy company can use to distribute its products. **5**