

BE with MBA

Ninth Semester, Second Periodical Test

Paper CHM 506, Sales & Distribution Management

Time allowed: 1 Hour

Max. Marks: 25

Answer the following questions:

1. How do you identify training needs of salespeople of an organisation?
(10)
2. Explain various types of compensation plans and their advantages and disadvantages?
OR
What are the various types of sales quotas that are fixed for salesmen?
(10)
3. What are the basic contents of sales reports?
OR
Define channel conflict? Briefly write about three strategies to manage channel conflict.
(5)