

BE with MBA
Ninth Semester, First Periodical Test
Paper CHM 506, Sales & Distribution Management

Time allowed: 1 Hour

Max. Marks: 25

Answer the following questions:

1. Define sales management? What are different categories of salespeople?

(10)

2. Discuss different types of sales organisations?

OR

Explain the process of personal selling.

(10)

3. How do we calculate salesperson workload?

OR

Elaborate concept of AIDA in sales management.

(5)