Q1 Write on any four of the following:—  
(a) Emerging trends in sales management.  
(b) Quantitative methods of sales forecasting.  
(c) Types of sales quotas.  
(d) IT in Sales Force Management.  
(e) Criteria for dealer selection.  
(f) Customer service elements under the logistics function.  
(5x4=20)

Q2 Describe the selling process as a series of interrelated steps.  

Q3 Explain the importance of territory design and describe the steps in the territory design process.  

Q4 (a) Discuss some of the problems associated with improperly executed recruitment and selection activities for sales personnel.  
(b) Explain the various methods for assessing sales training needs.  

Q5 (a) Explain the benefits and drawbacks of the salary and commission pay plans.  
(b) Identify four productivity ratios to evaluate sales performance and explain what information each could provide.  

Q6 Discuss the parameters used to evaluate channel design alternative suggest and justify a channel design for (a) Snack foods (b) Premium Luxury Cars.  

Q7 (a) Describe various sources of channel conflict and suggest strategies for effective conflict management.  
(b) Explain the key decision areas under the logistics function.  

Q8 Write short notes on any two of the following:—  
(a) Warehousing decisions.  
(b) Role of IT in Supply Chain Management.  
(c) Integration of sales and distribution strategy  
(5x2=10)