

Roll No.

Total No. of questions- 4

Duration- 2hrs

Total No. of printed pages- 1

Maximum Marks- 30

SMSP 03

All questions are compulsory

1. It is February month end and you have planned for a major year end sales promotion for your dealers in New Delhi for the month of March. Suddenly there is a news of major serial bomb blast in Delhi and all the markets are closed for 2 weeks in Delhi. What would be the steps that you would take in order to achieve your sales target.....(5 Marks)

2. Santa Singh: "What are the criteria for selecting distributors"?
Banta Singh: " Why do you ask this question? I don't see any importance of distributors in the value chain. Dell Inc doesn't believe in the distribution model and sell its PCs, etc directly!

Explain the above argument of Mr Santa Singh and Mr Banta Singh? Pl discuss with supporting examples.....(10 Marks)

3. Ms Katrina Kaif is appointed as the head of Seniorita Cosmetics and Skin Care products. What should be her distribution strategy for these products. Mr Khan her consultant says Cosmetics is like any other products. Present your case to Ms Katrina.....(10 Marks)

4. Write short notes on(Any Two).....(5 Marks)
 - (i) Below the Line Marketing Programs
 - (ii) Criteria for selecting sales force
 - (iii) Sales Management