

TAKSHSHILA INSTITUTE OF ENGINEERING & TECHNOLOGY, JABALPUR

ASSIGNMENT – FEB 2021

Paper: MS 310

SALES AND DISTRIBUTION MANAGEMENT

MAX MARKS :- 70

MIN MARKS :-28

Note :- Attempt all questions. All questions carry equal marks.

UNIT - I

Q 1 Explain the concept of Sales Management ? State the theories of Selling ?

UNIT - II

Q 2 Write short notes on (Any 3)-

- a) Marketing Policies
- b) Product Policies
- c) Distributing Policies
- d) Pricing Policies

UNIT – III

Q 3 Write the Concept and Evaluation of Training Programmes?

UNIT -IV

Q4 Explain :-

- a) Sales Budget
- b) Sales Audit System

UNIT -V

Q5 State the importance of Distribution and Logistics Management in relation to Sales Management?