



# PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE & ECONOMICS

ISO 9001: 2015 Certified

## NOTICE

### BMS

ATKT Internal Examination Semester V, 2020

#### INSTRUCTIONS FOR THE STUDENTS HAVING ATKT IN INTERNALS:

1. Date of Submission of the Projects- 24<sup>th</sup> June 2020, upto 11am only.
2. Project/ assignment has to be handwritten on A4 size paper or Foolscap paper. On top of every page student should write his name, Seat No. and Subject.
3. Student is expected to write the question followed by the answer.
4. Student has to scan the project/assignment and mail to [durgeshkenkre1973@gmail.com](mailto:durgeshkenkre1973@gmail.com) on or before the date and time mentioned above.
5. On the date of submission there may be a viva voce on the given questions. If the student fails to submit the project on the given date and time he will be marked **ABSENT** for the said subject.
6. Any submission after the above mentioned date and time will not be accepted and entertained under any circumstance.

Prof. Durgesh Kenkre  
BMS Co-ordinator

Prof. Subhashini Naikar  
Vice Principal (SFC)

Dr. N.N. Pandey  
Principal

20<sup>th</sup> June, 2020.

DI/R-IPS/EXAM/00

## INTERNAL ATKT QUESTIONS FOR TYBMS SEMESTER 5

Seat No. 1235311 – THANVI SAURABH RAVINDRA

### SALES & DISTRIBUTION MANAGEMENT

- 1) What are the essential qualities of a sales manager?
- 2) What are the factors determining fixation of sales quota?
- 3) Consumer Selling Vs Organisational selling
- 4) List the factors affecting effective management of distribution channels.
- 5) Write a note on Sales management audit.
- 6) Explain the Stimulus Response Theory.

### SERVICES MARKETING

- 1) Explain the classification of services.
- 2) What are the roles of services in modern economy?
- 3) Explain the stages of buying decision process.
- 4) Write any two external environment.
- 5) Explain the service marketing trinity.
- 6) Write a note on SERVQUAL model.

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Sr. of Kar  
20/06/2020