

CDOE
BACHELOR OF BUSINESS ADMINISTRATION (CBCS- 2018 COURSE)
B.B.A. Sem-V : WINTER :- 2021
SUBJECT: SALES & DISTRIBUTION MANAGEMENT

Day : Wednesday
Date 23-02-2022

W-18941-2021

Time : 02:00 PM-05:00 PM
Max. Marks: 70

N. B.

- 1) Attempt any **FOUR** questions from section-I and attempt any **TWO** questions from section – II
- 2) Figures to the right indicate full marks.
- 3) Answers to both the sections should be written in separate answer book.

SECTION - I

- Q. 1** Describe Role and skills required for sales manager for effective sales management. (10)
- Q. 2** Explain the term “Sales Quota”. Discuss various types of Sales Quotas. (10)
- Q. 3** Briefly describe the procedure for designing sales territories. (10)
- Q. 4** Write a detailed note on sales force performance appraisal. (10)
- Q. 5** Discuss the role of distribution channels in the marketing of product. (10)
- Q. 6** Write Short Notes of the following (Any **TWO**) (10)
- a) Sales organization
 - b) Functions of wholesalers
 - c) Channel conflict

SECTION - II

- Q. 7** Assume you are a regional sales manager of Bajaj Auto Ltd., launching its electric bikes all across the country. (15)
Give your sales strategy for the increase in sales of electric bikes for the next financial year.
Make necessary assumptions if required
- Q. 8** Suppose you face with the following problems, as a sales manager: (15)
- a) Sales people are not spending adequate time to develop new customers.
 - b) Sales people are selling profitable products less than non-profitable and easy-to-sell products to achieve their sales volume quotas.
- Suggest an appropriate compensation plan that can be used to motivate the sales force and solve these problems.
- Q. 9** How will you make effective sales presentation for selling following products? (15)
Write down your draft of presentation
- a) Electric car
 - b) Smartphone

* * * *