

**CDOE**  
**BACHELOR OF BUSINESS ADMINISTRATION (CBCS-2019 COURSE)**  
**B.B.A. SEM - V : WINTER :- 2021**  
**SUBJECT: SALES & DISTRIBUTION MANAGEMENT**

**Day : Wednesday**  
**Date 23-02-2022**

**W-21938-2021**

**Time : 02:00 PM-05:00 PM**  
**Max. Marks: 60**

**N.B.**

- 1) Attempt any **THREE** questions from Section – I and any **TWO** questions from Section – II.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answers to both the sections should be written in **SAME** answer book.

**SECTION – I**

- Q.1** What is meant by Sales Organization? Illustrate the types of sales organization structures with suitable examples. **(10)**
- Q.2** What is meant by Sales Territory? Explain how sales territory helps in ensuring effective coverage of a given market. **(10)**
- Q.3** What is meant by Personal Selling? Elaborate on the steps involved in personal selling process. **(10)**
- Q.4** What are the different channels of distribution an organization can use to make its product/service available in the market? **(10)**
- Q.5** Write short notes on **ANY TWO** of the following: **(10)**
- a) Methods of sales forecasting
  - b) Channel conflicts
  - c) Recent trends in distribution
  - d) Sales control

**SECTION – II**

- Q.6** As a Sales Manager of a leading transport services, you are facing following problems: **(15)**
- a) Sales persons are not spending adequate time to develop new customers.
  - b) They are focusing more on easy to sell service packages than profitable one to achieve their target.
- Suggest compensation cum motivation plan to address this problem effectively
- Q.7** You are appointed as Sales Manager of a company that deals in power banks used for mobile phones. The company wants to increase its presence in far-flung areas of our country. Considering this, suggest a suitable distribution mix for the said company. **(15)**
- Q.8** You have been appointed as a Sales Manager of an automobile company who has launched an electric car in the Indian market. What types of sales training will you impart to salespersons so as to enable them to give their best efforts? **(15)**

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