

CDOE
BACHELOR OF BUSINESS ADMINISTRATION (2006 COURSE)
B.B.A. Sem-V : WINTER :- 2021
SUBJECT: SALES & DISTRIBUTION MANAGEMENT (MKT)

Day : Tuesday
Date 8/3/2022

W-5403-2021

Time : 10:00 AM-01:00 PM
Max. Marks: 80

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 the **SAME** answer book.
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SECTION – I

- Q.1** What is meant by Sales Territory? Explain how sales territory helps in ensuring effective coverage of a given market. **(16)**
- Q.2** a) Write an illustrate note on the nature and scope of sales management. **(08)**
b) Differentiate the marketing and selling function. **(08)**
- Q.3** What is meant by personal selling? Discuss in detail the process and the steps involved therein. **(16)**
- Q.4** What are the different factors that influence the choices in respect of channels of distribution? Explain. **(16)**
- Q.5** Write short note on any **TWO** of the following: **(16)**
a) Duties and responsibilities of a Sales Manager
b) Distribution and Product Life Cycle (PLC)
c) Recruitment and selection of sales persons
d) Channel conflicts

SECTION - II

- Q.6** As a salesperson of a leading transport service provider, you are facing the following problems: **(16)**
a) Sales persons are not spending adequate time to develop new customers
b) They are focusing more an easy to sell service packages than the profitable one to achieve their targets.
Suggest a suitable compensation cum motivation plan to address this problem effectively.
- Q.7** A firm selling passenger cars in your state is in the process of setting sales quotas for its salespersons. Each salesperson is assigned to a sales territory so as to cover the market effectively. Explain various methods that can be used to set quotas for them. **(16)**
- Q.8** A leading automobile company is facing fierce competition in the market. As a sales trainer design a suitable sales training programme for its sales persons (both newly appointed and experienced ones) so as to enable them to counter the competition effectively **(16)**

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