

BACHELOR OF BUSINESS ADMINISTRATION (C.B.C.S.) (2015 COURSE)
B.B.A. Sem-V : WINTER : 2021
SUBJECT: SALES & DISTRIBUTION MANAGEMENT

Day : Thursday
Date : 13-01-2022

W-13884-2021

Time : 10:00 AM-01:00 PM
Max. Marks: 100

N.B.:

- 1) Answer ANY FOUR questions from Section I. Each question carries 15 Marks.
 - 2) Answer ANY TWO questions from Section II. Each question carries 20 Marks.
 - 3) Answers to Both the sections to be written in SEPARATE answer books.
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SECTION - I

Q.1) Answer the following: (15 Marks X 1 = 15 Marks)

As a sales manager, how will you deal with a situation where sales person are concentrating more on easy to sell products to achieve their target. Justify your answer.

Q.2) Answer the following: (15 Marks X 1 = 15 Marks)

How do you build a good training programme for sales executives? Explain with suitable example.

Q.3) Answer the following: (15 Marks X 1 = 15 Marks)

Discuss in detail the role of personal selling in handling customer objections.

Q.4) Answer the following: (15 Marks X 1 = 15 Marks)

'A sales audit performs as internal force for improving the effectiveness of the sales organization'. Explain.

Q.5) Write short notes on the following: Attempt ANY THREE (5 Marks X 3 = 15 Marks)

- a) Sales force performance appraisal process
- b) Sales quota system
- c) Sales analysis
- d) Channel conflict
- e) Sales planning process

SECTION - II

Q.6) Answer the following: (20 Marks X 1 = 20 Marks)

Why that manufacturer's agent is often can penetrate a market faster and at a lower cost than a manufacturer's sales force? Explain.

Q.7) Answer the following: (20 Marks X 1 = 20 Marks)

What are the steps to be taken to resolve channel conflicts? Explain with examples.

Q.8) Answer the following: (20 Marks X 1 = 20 Marks)

As a Managing Director (MD) of a FMCG company you have appointed a Sales Manager to take care of sales of your company. Draw up the duties and responsibilities of the sales manager.
