

**BACHELOR OF BUSINESS ADMINISTRATION (C.B.C.S.) (2015 COURSE)**  
**B.B.A. Sem-V :SUMMER- 2022**  
**SUBJECT : SALES & DISTRIBUTION MANAGEMENT**

Day : Thursday  
Date : 16-06-2022

**S-13884-2022**

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

---

**N.B.:**

- 1) Attempt **ANY FOUR** questions from Section-I. Each questions carries **15** marks.
  - 2) Attempt **ANY TWO** questions from Section-I. Each questions carries **20** marks.
  - 3) Answers to both the sections should be written on **SAME** answer book.
- 

**SECTION-I**

- Q.1** What do you understand by sales organization? Explain in detail different types of sales organization.
- Q.2** What do you understand by sales Quata? Discuss various types of Sales quotas.
- Q.3** Define selection? Discuss in detail various steps involved in selection process.
- Q.4** What is controlling of Sales force? As a Sales manager how will you control sales force of your organization?
- Q.5** Write short notes on **ANY THREE** of the following:
- a) Nature and scope of Sale management
  - b) Sales Territory
  - c) Sale Audit
  - d) Channel conflict

**SECTION-II**

- Q.6** Design Sales training programme for newly appointed employees of Multinational cellular company.
- Q.7** Discuss the role and functions of wholesalers and retailers in the context of current business scenario.
- Q.8**
- a) List down components of physical distribution and explain any two components with suitable example.
  - b) Distinguish between physical distributions from logistics. Quote suitable example.

\* \* \* \* \*