BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)
B.B.A. Sem-V : : SUMMER - 2022
SUBJECT : SALES & DISTRIBUTION MANAGEMENT

Day : Monday

Date : 30-05-2022

S-18842-2022

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 are the different methods of sales forecasting? Explain the managerial utility of such forecasting.	**(10)**
Q.2	What are the different sources of recruitment used for hiring salesperson? Discuss the advantages and disadvantages of each source.	**(10)**
Q.3	Write an illustrative note on Sales Territory.	**(10)**
Q.4	What are the different types of channel conflicts an organization may come across? Explain with suitable examples.	**(10)**

Q.5 Write short notes on **ANY TWO** of the following: **(10)**
a) Personal selling
b) Sales analysis
c) Evolution of sales management
d) Channels of distribution

SECTION – II

Q.6 As an in-charge of sales operations of a newly set up publication house, develop suitable sales organizational structure for the same. State your assumptions clearly, if any. **(15)**

Q.7 Your Company had introduced a Sales Quota System in the previous year, based on sales territory potential. When you were reviewing the performances of sales persons, you noticed that some sales persons could easily achieve their sales quota as sales potential of their territory were underestimated and for some other people exactly reverse had happened. As a Sales Manager what would you do to make sales quotas more realistic for the salespersons in the next year? Discuss. **(15)**

Q.8 Assume that, you are a Sales Manager of growing Tours and Travels Company who has started its operations recently in the state of Maharashtra. The company wants to increase its footprints in the national market. Considering this, suggest a suitable distribution mix for the said company. **(15)**

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