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BACHELOR OF BUSINESS ADMINISTRATION (C.B.C.S.) (2015 COURSE)

B.B.A. Sem-V : WINTER- 2022

SUBJECT : SALES & DISTRIBUTION MANAGEMENT

Day : Tuesday

Time : 10:00 AM-01:00 PM

Date : 27-12-2022

W-13884-2022

Max. Marks : 100

N.B.:

- 1) Answer **ANY FOUR** questions from Section-I. Each questions carries 15 marks.
 - 2) Answer **ANY TWO** questions from Section-II. Each question carries 20 marks.
 - 3) Answer to both the section should be written in **SAME** answer book.
 - 4) Draw a labeled diagram **WHEREVER** necessary.
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SECTION-I

- Q.1** What are the duties of sales manager? Describe giving suitable example.
- Q.2** Define sales quota. Explain in detail types of sales quota.
- Q.3** Discuss the need , Importance and Methods of Performance Appraisal of Sales Force.
- Q.4** Discuss the Role of wholesalers, Distributor and Retailer giving suitable example.
- Q.5** Write short note on (**ANY TWO**):
- a) Direct Marketing
 - b) Components of Physical Distribution
 - c) Sales Audit

SECTION-II

- Q.6** Design a training programme to improve the sales performance of newly joined sales force of multinational mobile company.
- Q.7** What is channel conflict? What are the causes of channel conflict? How will you handle following causes of channel conflict?
- i) Shortage of biscuits at super market.
 - ii) Unauthorized high prize of mineral water at vendor's kiosks.
- Q.8** Personnel Selling is important tool to handle customer objection justify the statement with example.

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