

BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)

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

SUBJECT : SALES & DISTRIBUTION MANAGEMENT

Day : Monday

Time : 10:00 AM-01:00 PM

Date : 19-12-2022

W-18842-2022

Max. Marks : 60

N.B.

- 1) Attempt **ANY THREE** questions from section-I and **ANY TWO** questions from sections-II
- 2) Figures to the right indicate **FULL** marks.
- 3) Answer to both the sections should be written in **SAME** answer book.

SECTION-I

- Q.1** What is meant by sales Organization? Illustrate the types of sales organization structures with suitable examples. (10)
- Q. 2** What is meant by Sales Territory? Explain how sales territory helps in ensuring effective coverage of a given market. (10)
- Q. 3** What are the different types of sales quotas? Explain in brief the need & importance of sales quotas. (10)
- Q. 4** What is meant by channel conflicts? Explain the types of channel conflicts with suitable examples. (10)
- Q. 5** Write short note on **ANY TWO** of the following: (10)
- a) Types of compensation plans
 - b) Recent trends in Sales Management
 - c) Types of intermediaries
 - d) Sales forecasting

SECTION-II

- Q. 6** As a corporate trainer of an automobile company facing fierce competition needs to develop sales training programme for the experienced salespersons so as to enable them to counter the competitors effectively. (15)
- Q. 7** As a Sales Manager of a leading air conditioner brand, you are facing following problems: (15)
- a) Salespersons are not spending adequate time to develop new customers.
 - b) They are focusing more on easy to sell products than the profitable one to achieve their target.
- Suggest a suitable compensation cum motivation plan to address this problem effectively.
- Q. 8** As a sales representative of a leading consumer durable firm, how will you deal with the following objections: (15)
- a) Your products are too expensive
 - b) I don't have time. Come afterwards.
 - c) The quality of your product is not good.
- Suggest suitable strategy.

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