

ADDITIONAL EXAM FOR SPORT STUDENTS
BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)
B.B.A. Sem-V : WINTER- 2022
SUBJECT : SALES & DISTRIBUTION MANAGEMENT

Day : Friday

Time : 10:00 AM-01:00 PM

Date : 6/1/2023

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** Write an illustrative note on the role and skills of a Sales Manager in the current scenario. (10)
- Q.2** What are the different sources of recruitment used for hiring salespersons? Discuss the advantages and disadvantages of internal sources of recruitment. (10)
- Q.3** What is meant by personal selling? Discuss in detail personal selling process. (10)
- Q.4** What are the different methods of sales forecasting? Explain the managerial utility of such forecasting. (10)
- Q.5** Write short note on **ANY TWO** of the following: (10)
- a) Evolution of sales management
 - b) Leading and motivating the sales force
 - c) Need and importance of sales territory
 - d) Role and functions of retailers.

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** A dealer selling the tractors in your state, is in the process of setting sales quotas for his sales persons. Each sales person is assigned to a district so as to cover the market effectively. Explain the various methods that can be used him to set quotas for them. (15)
- Q.8** Assume that you are appointed as In-charge sales operations of a company that deals in e-scooters. The company wants to increase its presence in far-flung areas of our country. Considering this, suggest a suitable distribution mix for the company. (15)

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