END TERM EXAMINATION

SIXTH SEMESTER [BBA] JULY 2023

Paper Code: BBA-310	Subject: Sales and Distribution Management

Time: 3 Hours Maximum Marks: 75

Note: Attempt five questions in all including Q.No.1 which is compulsory.

All questions carry equal marks.

- Q1 Answer the following: (Any five)
 - a) Motivating Channel Partners
 - b) Ethical and Legal issues in sales management.
 - c) Sales Budget and its purpose
 - d) Role and function of distribution channels in marketing of products.
 - e) 2 Theories in personal Selling
 - f) SPIN Model in Selling
 - g) Transactional v/s Relationship Selling
- Q2 Explain the personal Selling process in brief. Illustrate each stage of personal selling process with suitable examples.
- Q3 a) How to determine the size of Sales force? Give methods involved.
 - b) Explain Qualitative techniques used in sales forecasting?
- Q4 a) Distinguish between intensive, selective and exclusive channel design. Which design would you recommend and why for(a) high priced luxury cars (b)Mosquito repellents?
 - b) Define Channel Conflicts? Briefly explain the reasons of channel conflict and how to resolve these conflicts with suitable examples.
- Q5 a) What are Sales Objectives? Give a list of Qualitative and Quantitative Sales Objectives. What are the Sales Strategies that can be used to accomplish these objectives?
 - b) What are Sales Quota? What are its different types? How Quotas are set?
- Q6 Briefly describe the procedure for designing sales territories. Differentiate between build-up and breakdown methods, used for designing sales territories.
- Q7 a) What are the Primary sources of recruitment? What are the advantages and disadvantages of internal and external sources of recruitment?
 - b) What are the objectives and methods used for motivation and compensation of Sales personnel?
- Q8 a) Explain briefly the difference between logistics and Supply Chain Management.
 - b) What are the factors which influence channel selection.

