

# 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.

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