

U.G. 5th Semester Examination - 2020

BBA

Course Code : BBBADSHT1 [DSE 1]

Course Title : Sales and Distribution Management

Full Marks : 40

Time : 2 Hours

The figures in the right-hand margin indicate marks.

Candidates are required to give their answers in their own words as far as practicable.

1. Answer any **ten** questions of the following:

1×10=10

- a) What is sales management?
- b) What do you mean by vertical sales organization?
- c) Name any two methods of handling customer objections.
- d) What do you mean by franchise?
- e) Define pull distribution.
- f) What is selection?
- g) What is prospecting?
- h) What is recruitment?

- i) Define role playing.
- j) What do you understand by 2 level distribution channel?
- k) Define centralized sales organization?
- l) What do you mean by logistics?
- m) What is personal selling?
- n) What do you mean by Retail marketing mix?
- o) What is sales forecasting?

2. Answer any **five** questions of the following:

2×5=10

- a) Why sales is one of the most important element of business?
- b) What is sales closing?
- c) Name the various sources of recruitment for sales.
- d) What do you mean by motivation process?
- e) Name the various methods of non-financial compensation plan.
- f) Why distribution channels are necessary? State any two points.
- g) Define transportation decision.
- h) What do you mean by factory outlet?

3. Answer any **two** questions of the following:

5×2=10

- a) What is the difference between selling, sales management and marketing management?
- b) Discuss in brief about the importance of distribution channel.
- c) What are the objectives of sales forecasting?

4. Answer any **one** question of the following:

10×1=10

- a) What are the components of logistics plan? Explain the need hierarchy theory of Abraham Maslow. 5+5
- b) How are the sales persons trained? An effective training program should have evaluation –do you agree or not? Justify your answer. 6+4
- c) Write short notes on (any **two**): 5+5
 - i) Sales territory
 - ii) Selection
 - iii) Job description
