

U.G. 5th Semester Examination - 2021**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** of the following questions:

1×10=10

- a) What is distribution management?
- b) What do you mean by sales organization?
- c) What is sales territory?
- d) What is logistic management?
- e) Give two examples of 'horizontal sales organization' and 'vertical sales organization'.
- f) Define horizontal sales organization.
- g) What is sales interview?
- h) What is job specification?

- i) Give two examples of 'zero level' channel and '1-level channel'.
- j) What is merchandising?
- k) What is sales force?
- l) What are the various sources of recruiting the sales employees?
- m) Define logistics.
- n) What is win-win strategy?
- o) Define sales quota.

2. Answer any **five** of the following questions:2×5=10

- a) Mention the relationship between sales and distribution.
- b) Explain with suitable example about combined sales organization.
- c) Name the different techniques of handling customer complaints.
- d) What do you mean by AIDA theory of selling?
- e) What is sales training?
- f) Differentiate 'centralized sales organization' from 'decentralized sales organization'.
- g) What do you mean by departmental store?
- h) Differentiate 'circle sales territory' from 'wedge sales territory'.

3. Answer any **two** of the following questions: $5 \times 2 = 10$
- a) Why does marketing called a social process?
 - b) Is sales forecasting different from business forecasting?
 - c) What is distribution channel? Briefly explain the importance of distribution channel.
4. Answer any **one** of the following questions: $10 \times 1 = 10$
- a) What are the qualities of a successful sales manager? State the factors that influence the motivation of the sales force. 6+4
 - b) What is the importance of sales forecasting? Explain the sales forecasting process.
 - c) What are the different kinds of whole selling visible in the market? Give a brief note on the various strategies of retail outlet practised in India. 5+5
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