

(i) Printed Pages: 2

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(ii) Questions : 14

Sub. Code :

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Exam. Code :

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Bachelor of Business Administration 5th Semester

(1129)

SALES AND DISTRIBUTION MANAGEMENT

Paper—BBA 306

Time Allowed : Three Hours]

[Maximum Marks : 80

Note :— Attempt any *four* questions from Unit A and *two* questions from each of the Units B and C. Each question from Unit A carries 5 marks and 15 marks from Units B and C.

UNIT—A

1. Discuss the importance of Sales Force.
2. Discuss the various functions of a Sales Manager.
3. What is Sales Quota ? How it is fixed ?
4. Discuss the various motivations of Intermediaries.
5. What is meant by 'Marketing Logistics' ?
6. Discuss the various modes of Transportation.

UNIT—B

7. What is Personal Selling ? Discuss the nature and importance of Personal Selling and Salesmanship Abilities.
8. What is Sales Budget ? Discuss its importance. How sales budget is decided ? Discuss the various uses of sales budget.

9. What is Sales Forecasting ? Discuss the various advantages of sales forecasting. Discuss the various methods of sales forecasting.
10. What is a Sales Territory ? Discuss the various considerations for allocation of sales territories.

UNIT—C

11. What is Physical Distribution ? Discuss the various objectives of Physical Distribution.
12. What do you understand by the term, “Channels of Distribution” ? Discuss the various functions of the various members of a distribution channel.
13. What is Inventory Management ? Discuss its importance and the various methods. How the inventory management method is decided ?
14. Write short notes on the following :
 - (a) International Sales and Distribution Management
 - (b) Advantages of Warehousing Automation.