

(i) Printed Pages: 2

Roll No.

(ii) Questions : 14

Sub. Code :

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Exam. Code :

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Bachelor of Business Administration 5th Semester

1128

SALES AND DISTRIBUTION MANAGEMENT

Paper—BBA-306

Time Allowed : Three Hours]

[Maximum Marks : 80

Note :— (1) Attempt any *four* questions from Section-A.
Each question carries 5 marks.

(2) Attempt any *two* questions from Section B and
two questions from Section C. Each question carries
15 marks.

SECTION—A

1. What is 'Sales Force Organisation' ?
2. Briefly explain the importance of Personal Selling.
3. Explain the term 'Inventory Management'.
4. Write a short note on 'Supply Chain Management'.
5. Write in brief how automation helps in Warehousing.
6. Explain importance of Sales Budget.

SECTION—B

7. Explain various 'Sales Forecasting' methods.
8. What is 'Sales Management' ? Explain various functions of a Sales Manager.

9. Explain various factors to be considered while allocating sales territories.
10. Explain various theories of Personal Selling.

SECTION—C

11. What do you understand by the term 'Physical Distribution Management' ? Explain the objectives of Physical Distribution.
12. Describe various methods of Inventory Control.
13. Explain various factors to be considered while selecting a particular mode of transport.
14. Explain the need and importance of Warehousing.