

(i) Printed Pages : 2

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(ii) Questions : 9

Sub. Code : 

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Exam. Code : 

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Bachelor of Business Administration 5<sup>th</sup> Semester

(2124)

## SALES AND LOGISTICS MANAGEMENT

Paper : BBA 306

Time Allowed : Three Hours] [Maximum Marks : 80

**Note :—** Attempt any *four* short answer type questions from Section-A. Attempt *two* questions each from Section B and Section C respectively.

### SECTION—A

I. Attempt any *four* of the following :—

- (A) Explain various functions of Sales Manager.
- (B) Write a short note on Strategic Alliance.
- (C) What are the objectives of ceiling Sales Quota ?
- (D) Importance of Supply Chain.
- (E) Define Logistics Management.
- (F) Selection process of suppliers.

4×5=20

## **SECTION—B**

- II. What are the various methods of setting Sales Quotas ?
- III. “Allocation of Sales Territory is very crucial step” — Do you agree ? If yes, justify your answer.
- IV. What is personal selling ? Explain its various Theories.
- V. Define Sales Budget. Also explain its process and uses in today's scenario. 2×15=30

## **SECTION—C**

- VI. Meaning, Objectives and advantages of Warehousing.
- VII. Explain with examples Third party, Fourth party and Reverse logistics in detail.
- VIII. Does Information Technology play any role in Supply Chain Management ? Explain.
- IX. Explain various methods of Supply Chain Management. 2×15=30