

2012  
Bachelor of Business Administration  
Fifth Semester  
BBA-306: Sales and Distribution Management

Time allowed: 3 Hours

Max. Marks: 80

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

X-X-X

**Section – A**

- I. Attempt any four of the following:-
- a) Objectives of sales promotion.
  - b) Uses of sales budget.
  - c) What is supply chain management?
  - d) Meaning of sales management.
  - e) What are the qualities required in sales manager?
  - f) Difference between supply chain management and logistic management. (4x5)

**Section – B**

- II. Explain in detail process of sales forecasting. (15)
- III. Meaning, objectives and importance of personal selling. (15)
- IV. What are the various methods of setting sales quotas? (15)
- V. Define sales territories and factors affecting the size of sales territories. (15)

**Section – C**

- VI. What are the different factors influencing channel decisions in international market? (15)
- VII. Explain waterways and airways mode of transport with their merits and demerits. (15)
- VIII. Explain various channels of distribution. (15)
- IX. Meaning of warehousing and various types of warehousing. (15)

X-X-X