

**END SEMESTER THEORY EXAMINATION JANUARY-2021**

<b>Program:</b>	<b>BBA (Gen.)</b>	<b>Year/Semester:</b>	<b>5<sup>th</sup> Semester</b>
<b>Course/Subject:</b>	<b>Sales and Distribution Management</b>	<b>Duration:</b>	<b>03:00 Hrs</b>
<b>Course/Subject Code:</b>	<b>06040514</b>	<b>Maximum Marks:</b>	<b>60</b>
		<b>Batch:</b>	<b>2017 &amp; 2018</b>

**Instructions:-**

1. Write Your Roll No. on the QuestionPaper.
2. Candidate should ensure that they have been provided correct question paper. Complaint(s) in this regard, if any should be made within 15 minutes of the commencement of the exam. No complaint(s) will be entertained thereafter.
3. All Questions are compulsory. Marks are indicated against each question.
4. Illustrate your answer with a diagram wherever required.

**SECTION-A****(Very Short Answer Type Questions)****Note: All Questions are compulsory: -****[12×1=12 Marks]**

<b>S. No.</b>	<b>Question</b>	<b>Marks Allotted</b>
<b>1</b>	Define Prospecting	<b>1</b>
<b>2</b>	What is the difference between sale lead and sale?	<b>1</b>
<b>3</b>	Compare the top-down and bottom-up approach	<b>1</b>
<b>4</b>	What do you mean by sales budget?	<b>1</b>
<b>5</b>	What is the internal environment?	<b>1</b>
<b>6</b>	Describe the meaning of sales forecasting	<b>1</b>
<b>7</b>	What are marketing channels	<b>1</b>
<b>8</b>	Discuss Direct selling	<b>1</b>
<b>9</b>	What is multi-level marketing?	<b>1</b>
<b>10</b>	How channel conflict arises?	<b>1</b>
<b>11</b>	How the distributions of services differ from that of a product?	<b>1</b>
<b>12</b>	Discuss the channel information system	<b>1</b>

**SECTION-B**  
**(Short Answer Type Questions)**

**Note: All Questions are compulsory: -**

**[4×2=8 Marks]**

S. No.	Question	Marks Allotted
13	Describe build up and break down method of deciding sales territory	2
14	How can a sales manager use information technology for designing sales territories?	2
15	Discuss key factors of administration of sales quota.	2
16	What are the advantages of channel management	2

**SECTION-C**  
**(Descriptive Answer Type Questions)**

**Note: All Questions are compulsory: -**

**[4×4=16 Marks]**

S. No.	Question	Marks Allotted
17	Why the administration of sales quota is equally crucial to that of setting up of quota.	4
18	How salesperson can influence repurchasing	4
19	What are the key characteristics of a successful salesman	4
20	Differentiate between cash and carry and wholesaling format	4

**SECTION-D**  
**(Long Answer Type Questions)**

**Note: All Questions are compulsory: -**

**[4×6=24 Marks]**

S. No.	Question	Marks Allotted
21	Discuss the steps of selling process, why should salespeople follow the suggested steps?	6
22	What are the reasons for companies to establish sales territories?	6
23	What are sales quotas why sales manager needs to set quotas for salespeople?	6
24	Discuss the term channel conflict, what are the four stages in which it arises?	6