

B.B.A. (Part—II) Semester—III Examination
BBA-302 : SALES AND DISTRIBUTION MANAGEMENT

Time : Three Hours]

[Maximum Marks : 80

Note :— Attempt **ALL** questions.

SECTION—A (MCQ)

Note :— Write the answer of the following questions by choosing the correct alternative from those given below :

1. Personal selling step in which sales person asks for an order to customer is classified as :
(a) Shipper approach (b) Handling shipment
(c) Closing order (d) Follow-up 1
2. Personal sellings objective of promotion should include :
(a) Building product awareness (b) Creating interest
(c) Providing information (d) All the above 1
3. Personal selling strategy involves the following key elements :
(a) Sales team (b) Understanding of clients
(c) Sales structure (d) All the above 1
4. “Sales Management : The attainment of sales force goals in an effective and efficient manner through planning, staffing, training, directing and evaluating organisational resources” is defined by :
(a) Anna Talerico (b) George Vallone
(c) Charles Futrell (d) Thomas Alaimo 1
5. Which is the most basic form of the sales organisation ?
(a) Line sales organisation (b) Line and staff sales organisation
(c) Functional sales organisation (d) None of the above 1
6. Companies engage in sales training to :
(a) Increase absenteeism and turnover
(b) Increase selling costs
(c) Decrease sales volume
(d) Change or reinforce behaviour that makes salesperson more efficient 1
7. The sales force can play a central role in achieving a marketing orientation strategy, by :
(a) Maintaining in frequent contract with customer
(b) Collecting and disseminating market information
(c) Focusing on cutting cost
(d) Following the competition’s lead 1

8. An effective sales plan objective should be :
(a) Precise, measurable, and time specific
(b) General, measurable and flexible
(c) Profitable, subjective and measurable
(d) Precise, profitable and flexible 1
9. _____ is a systematic plan for the utilization of manpower and material resources :
(a) Human resource (b) Financial planning
(c) Budget (d) Material planning 1
10. Advantages of budget does not include :
(a) It serves as a basis for evaluating the performance of supervisor
(b) Efficiency and improvement in working of the organisation
(c) It helps in development of a team spirit where participation in budgeting is encouraged
(d) Minimizes the possibilities of buck passing if the budget figures are not met 1
11. Importance of sales quotas :
(a) Performance target (b) Maintaining standard
(c) Providing control (d) All the above 1
12. Which of the below is not a type of sales quota ?
(a) Financial Quotas (b) Activity Quotas
(c) Profit Quotas (d) Sales Volume Quotas 1
13. Promotional programme is based on :
(a) Sales promotion (b) Public relations
(c) Advertising (d) All of these 1
14. The object of sales promotion is :
(a) To create sales (b) Production
(c) Style (d) Change 1
15. Sales promotion is done by :
(a) Dealers (b) Consumers
(c) Customers (d) All of these 1
16. Sales promotion among dealers takes a variety of :
(a) Price (b) Forms
(c) Schedule (d) Goals 1
17. Successful value creation demands successful value delivery :
(a) True (b) False
(c) Can't say (d) None of the above 1
18. Sales distribution channel are group of _____ firms involved in the process of making a service or product available for consumption.
(a) Independent (b) Interdependent
(c) Both (a) and (b) (d) None of the above 1

19. The intermediaries that stand between the producers and final users are known as :
- (a) Trade channels (b) Distribution channels
(c) Both (a) and (b) (d) None of the above 1
20. Channel choices depends on the marketing strategy with respect to :
- (a) Segmentation (b) Targeting
(c) Positioning (d) All of the above 1

SECTION—B
(Short Questions)

1. (a) Define Sales Management.
OR
(b) Explain the process of personal selling. 4
2. (a) Explain the process of sales planning.
OR
(b) Explain the concept of sales force management. 4
3. (a) Explain the term sales forecasting.
OR
(b) State the factors responsible for sales quotas. 4
4. (a) Explain the need for selling skills.
OR
(b) Explain the need for advertising. 4
5. (a) Explain the concept of sales distribution.
OR
(b) Explain the various channel intermediaries. 4

SECTION—C
(Long Questions)

1. (a) Give the concept of Sales Management and state its functions.
OR
(b) Explain the term personal selling along with its process. 8
2. (a) State the objectives of sales organisation and its structure.
OR
(b) What is Sales Force Management ? State the importance of Training. 8
3. (a) Define the term sales forecasting and its approaches.
OR
(b) What are Sales Quotas ? What are the factors responsible for Sales Quotas ? 8
4. (a) Explain the term selling skill. Give suitable example for Negotiation skill.
OR
(b) Explain the concept of Promotional Mix. Which are the different objects of it ? 8
5. (a) What do you mean by distribution strategies ? State its types.
OR
(b) Explain Channel Mix and discuss about the different trends in distribution of sales. 8

