

**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)**

Write the answer of the following question by choosing the correct alternative from those given below :

1. In personal selling process, step which consists of identifying potential customer is classified as \_\_\_\_\_.  
 (a) Presenting quota (b) Demonstrating quota  
 (c) Prospecting (d) Qualifying 1
2. Which is not a strategic role of sales management ?  
 (a) Tracking (b) Reporting  
 (c) Delivery (d) Optimizes distribution 1
3. Series of steps that must be followed by sales people is classified as \_\_\_\_\_.  
 (a) Marketing process (b) Selling process  
 (c) Intermediation process (d) Nominal process 1
4. Second step of personal selling process after completion of prospecting and qualifying is to \_\_\_\_\_.  
 (a) Approach (b) Presentation and demonstration  
 (c) Handling objections (d) Pre-approach 1
5. To maximize the performance of their sales force, companies should \_\_\_\_\_.  
 (a) Review staff expense account (b) Retrain staff in sales technique  
 (c) Develop a strong marketing plan (d) Develop a strong advertising plan 1
6. Which of the following is an advantage of using a commission form of sales compensation ?  
 (a) The salesperson will be highly motivated  
 (b) The salesperson will regularly collect sales data  
 (c) Accounts will be serviced on a regular basis  
 (d) Accounts will be more productive 1

7. Sales performance evaluation are necessary to \_\_\_\_\_.  
 (a) Ensure management meets its goals (b) Supplement and enhance training  
 (c) Provide feedback to sales-people (d) Keep salespeople on their toes 1
8. Which of the following areas of training for sales managers is most frequently neglected ?  
 (a) Forecasting and budgeting techniques (b) Accounting principles  
 (c) Marketing principles (d) Management principles 1
9. Sales forecast is graphically shown, horizontal axis indicates \_\_\_\_\_.  
 (a) Raw material cost (b) Production  
 (c) Sales (d) Marketing effort 1
10. The target set for a fixed period for any sales executive is called as \_\_\_\_\_.  
 (a) Sales territory (b) Sales Quotas  
 (c) Sales margin (d) Activity Quota 1
11. In which of the following forecasting technique, data obtained from past experience is analysed ?  
 (a) Judgemental forecast (b) Time series forecast  
 (c) Associative model (d) All of the above 1
12. Delphi method is used for \_\_\_\_\_.  
 (a) Judgemental forecast (b) Time series forecast  
 (c) Associative model (d) None of the above 1
13. \_\_\_\_\_ is irregular in nature.  
 (a) Promotion mix (b) Discount offer  
 (c) Sales promotion (d) Media planning 1
14. A small amount of product offered to the customers for trial is called \_\_\_\_\_.  
 (a) Product (b) Coupon  
 (c) Voucher (d) Sample 1
15. A certificate that gives buyer a kind of saving when they purchase any specified item is called \_\_\_\_\_.  
 (a) Coupon (b) Premium  
 (c) Price pack (d) Rebate 1
16. A manufacturer providing sales promotion to a wholesaler is \_\_\_\_\_.  
 (a) Sales Promotion (b) Trade Promotion  
 (c) Both (a) and (b) (d) None of these 1

17. The major problem in channel development is \_\_\_\_\_.
- (a) Deciding on the best channels  
 (b) Persuading the intermediaries to handle the firm's line  
 (c) Both (a) and (b)  
 (d) None of these 1
18. While deciding marketing channels the buyers can be divided into \_\_\_\_\_ categories.
- (a) Two (b) Three  
 (c) Four (d) Five 1
19. A marketing channel for selling and distribution overcomes the \_\_\_\_\_.
- (a) Time gap (b) Possession gap  
 (c) Place gap (d) All of the above 1
20. The distribution of new automobiles is an example of \_\_\_\_\_.
- (a) Exclusive distribution (b) Selective distribution  
 (c) Intensive distribution (d) None of the above 1

**SECTION—B**

(Short Questions)

1. (a) State the evolution of sales management. 4
- OR**
- (b) Explain the theories of personal selling. 4
2. (a) Explain the structure of sales organisation. 4
- OR**
- (b) Explain the concept of sales planning. 4
3. (a) Define sales forecasting. 4
- OR**
- (b) Explain the concept of sales budget. 4
4. (a) State the objectives of promotional mix. 4
- OR**
- (b) State the importance of advertisement. 4
5. (a) State the various channels of sales distribution. 4
- OR**
- (b) State the various trends in distribution of sales. 4

**SECTION—C**

(Long Questions)

1. (a) Explain the objectives and functions of sales management. 8
- OR**
- (b) What is Salesmanship ? State its attributes. 8
2. (a) Explain the meaning, and objectives of sales organisation. 8
- OR**
- (b) Explain the process and importance of sales planning. 8
3. (a) Explain the role and factors of sales forecasting. 8
- OR**
- (b) What is Sales Quota ? State its factors and evaluation. 8
4. (a) What is selling skills and the importance of negotiable skills ? 8
- OR**
- (b) State the objectives and need of advertising. 8
5. (a) State the objectives and need of sales distribution. 8
- OR**
- (b) What are the various intermediaries in channel mix ? 8