

(i) Printed Pages : 2

Roll No.

(ii) Questions : 14

Sub. Code :

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Exam. Code :

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Bachelor of Business Administration 5th Semester
(2123)

SALES AND LOGISTICS MANAGEMENT

BBA 306

Time Allowed : Three Hours]

[Maximum Marks : 80

Note: Attempt any *four* questions from Section-A. Each question will carry 5 marks.

SECTION—A

1. Discuss the various functions of sales manager.
2. Define the term logistics management ?
3. Explain the importance of sales budget.
4. Write a note on supply chain management.
5. Explain the importance of personal selling.
6. Write a note on importance of automation in warehousing. $5 \times 4 = 20$

SECTION—B

Note : Attempt any *two* questions from Section-B. Each question will carry 15 marks.

7. What is Sales Management ? Explain various functions of a sales manager.
8. Explain various methods of sales forecastings ?
9. Explain various factors to be consider while allocation sales territories ?

10. What is sale quota ? What are the various parameters of setting sale quotas ? 15×2=30

SECTION—C

Note : Attempt any *two* questions from Section-C. Each question will carry 15 marks.

11. What are the key issues of supply chain management ?
12. What is warehousing discuss the features of warehousing ?
13. Discuss the various methods of inventory control.
14. Discuss the use and importance of information technology in Supply Chain Management ? 15×2=30