

(i) Printed Pages : 2

Roll No.

(ii) Questions : 9

Sub. Code :

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Exam. Code :

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Bachelor of Business Administration 5th Semester
(2122)

SALES AND LOGISTICS MANAGEMENT

Paper : BBA-306

Time Allowed : Three Hours]

[Maximum Marks : 80

Note :— Attempt any **four** questions out of **six** in Section—A. Each question carries 5 marks. Attempt any **two** questions out of **four** in Section—B. Each question carries 15 marks. Attempt any **two** questions out of **four** in Section-C. Each question carries 15 marks.

SECTION—A

1. (a) Discuss the importance of Sales Force.
- (b) Discuss various functions of Sales Manager.
- (c) What is Sales Quota ? How it is fixed ?
- (d) What is the meaning of personal selling ?
- (e) Discuss various types of warehousing.
- (f) What do you mean by 'Marketing Logistics' ? $4 \times 5 = 20$

SECTION—B

2. Meaning & Advantages of Sales Forecasting. Also discuss various methods of sales forecasting.
3. What is sales territory ? Discuss various considerations for allocation of sales territories.
4. What is Salesmanship ? Discuss nature and importance of Salesmanship.
5. Explain in detail principles of Ceiling Sales Quota. $15 \times 2 = 30$

SECTION—C

6. What is inventory management ? Discuss its importance and various methods of inventory management.
7. Explain 'Channels of Distribution'. Discuss the various functions of members of distribution channel.
8. Discuss in detail importance & key issues of Supply Chain Management.
9. Explain in detail meaning & components of logistics management.

$15 \times 2 = 30$