



POORNIMA UNIVERSITY, JAIPUR.
MID SEMESTER EXAMINATION 2020-21 (ODD Semester)

School : School of Management & Commerce
Course : III Year V SEM – BBA(General)
Subject Name : Sales & Distribution Management
Subject Code : BBX05106

Max. Time: 1.5 hrs.

Max. Marks: 12

NOTE:- Attempt four questions. There is internal choice in Q. 1 & 2, Q. 3 & 4, Q. 5 & 6 & Q. 7 & 8.

Sec-A (CO 3) (Max. Marks-6)

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|------------|---|--------------|
| Q.1 | "A typical supply chain may involve a variety of stages". Elaborate.
OR | (3) |
| Q.2 | "SCM philosophy drives supply chain members to have a customer orientation". Explain. | (3) |
| Q.3 | Explain about Logistics Management in 21st Century.
OR | (3) |
| Q.4 | Define and illustrate Order Processing and Transportation How do supply chain strategy and structure impact each other? | (3) |

Sec-B (CO 4) (Max. Marks-6)

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| Q.5 | The aim of training is to make the sales person more competent to the assigned job. How will you identify the training needs of a salesman?
OR | (3) |
| Q..6 | What are the various methods of training a salesman? | (3) |
| Q.7 | Examine the salesman recruitment and selection process in a large and a small company. Compare how the selection processes differ from each other. Examine the reasons for such difference.
OR | (3) |
| Q.8 | What are the various methods of sales control? | (3) |
