

AC-1263
BBA - V Sem. Examination, Dec.-2021

Course : 502

Paper : Sales & Distribution Management

(Main & Re-Exam.)

Time : 1½ Hours]

/ Max. Marks : 70

/ Min. Marks : 28

Note : There will be ten questions. Attempt any **three** questions.

1. What do you mean by Sales management? Explain the functions of sales manager.
- 2. What do you understand by selling process? Discuss the importance of it.
3. Discuss the various methods of sales forecasting used to forecast consumer as well as industrial goods.
- 4. Explain the forms and functions of sales organizations.
5. What do you mean by sales force motivation. Write various methods of motivating sales personnel.
6. Write various techniques for evaluating the performance of sales personnel.
7. What is territory management? How it is important for a sales organization?
8. Discuss the objective of distribution management. Elaborate the various types distribution channels. *direct indirect*

P.T.O.

9. What is the importance of logistics in distribution management? Discuss the types and role of different modes of transport.
10. Discuss the methods of designing sales force remuneration. Write various components of it.

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