

**B.B.A. Part-II (Semester—IV) (CBCS) Examination****BBA-402****SALES AND DISTRIBUTION MANAGEMENT**

Time : Three Hours]

[Maximum Marks : 80

**Note :—** (1) Attempt **ALL** questions.

(2) All questions are compulsory.

**SECTION—A (MCQ)**

Write the answer of the following questions by choosing the correct alternatives from those given below :

1. Sales management achieves personal selling objectives through \_\_\_\_\_.
  - (a) Personal selling strategy
  - (b) Interpersonal selling strategy
  - (c) Selling strategy
  - (d) None of the above
2. Which of the following is not true for forecasting ?
  - (a) Forecasts are rarely perfect
  - (b) The underlying causal system will remain same in future
  - (c) Forecast for Group of items is accurate than individual item
  - (d) Short range forecasts are less accurate than long range forecasts
3. The \_\_\_\_\_ is the foundation of any advertising or marketing companies.
  - (a) Research
  - (b) Target segmentation
  - (c) Creative brief
  - (d) Media planning
4. The specific position in a publication for which an advertiser is granted a permanent Franchise is \_\_\_\_\_.
  - (a) Grant position
  - (b) Franchise position
  - (c) Lead position
  - (d) Permanent position
5. Effective selling skills depend :
  - (a) Number of languages known of the DSA
  - (b) Data on marketing staff
  - (c) Knowledge of related market
  - (d) Ability to talk fast

6. The promotion tool that may include coupons contests, premiums and other means of attracting consumer attention is best described as being which of the following ?
- (a) Advertisement (b) Personal selling  
(c) Public relations (d) Sales promotion
7. Most producers use \_\_\_\_\_ to bring their products to market or end users.
- (a) Brokers (b) Retailers  
(c) Intermediaries (d) Distributors
8. A multi-channel marketing system uses two or more marketing channels to reach \_\_\_\_\_ customer segments.
- (a) Different (b) Many  
(c) Similar (d) Convenient
9. The time period between placing an order & its receipt in stock is known as \_\_\_\_\_.  
(a) Lead time (b) Carrying time  
(c) Shortage time (d) Over time
10. The benefits of public warehousing includes :
- (a) Control (b) Flexibility  
(c) Dealer relationship (d) None of the above
- 10×2=20

### SECTION—B

Write short answers :

1. (a) Explain the importance of sales management.

**OR**

- (b) Explain the concept of sales forecasting.

2. (a) Explain the nature and scope of advertisement.

**OR**

- (b) Explain the various media available for advertising today.

3. (a) Explain the objectives of sales promotion.

**OR**

- (b) Write short note on Sales Budget.

4. (a) Explain the importance of channels of distribution.

**OR**

- (b) Explain the process of channel design.

5. (a) Explain the objectives of warehousing.

**OR**

- (b) Explain the characteristics of Inventory management.

5×4=20

## SECTION—C

Write long answers :

1. (a) Explain the nature and importance of salesmanship.

**OR**

- (b) Discuss the process of personal selling and their benefits.

2. (a) What is an Advertisement and why they are important ? Explain with example.

**OR**

- (b) Enumerate the objectives of Advertising.

3. (a) "Interpersonal skill has a major role in developing the image of a product in the minds of consumers". Explain.

**OR**

- (b) Discuss the steps for sales promotion planning and write their tips for planning promotion.

4. (a) What is distribution management ? Explain the role of intermediaries in distribution management.

**OR**

- (b) Explain the different mode of transportation.

5. (a) What is warehousing ? Explain the various types of warehousing.

**OR**

- (b) Define Inventory Management. Explain the types of Inventory Management. 5×8=40