

**B.B.A. Part-II (Semester-III) (Old) Examination**

**BBA/302**

**SALES AND DISTRIBUTION MANAGEMENT**

Time : Three Hours]

[Maximum Marks : 80

**Note :—All** questions are compulsory.

**SECTION—A**

Multiple choice questions (1 mark to each) only first attempt will be assessed and allotted marks.

1. During the first generation of evolution of sales, people sold their goods using one of the following approaches. Name it.
  - (a) Large Scale Selling
  - (b) Barter system
  - (c) Selling through intermediaries
  - (d) Selling through showrooms and sales offices
2. Name the theory of selling that says that the purchase is characterized by a sequence of events (Need Recognition-solution-purchase) that take place in a prospect's mind.
  - (a) Behavioural equation theory
  - (b) Buying formula theory of selling
  - (c) AIDAS theory
  - (d) Right set of circumstances theory
3. Effective time management translates into good customer service. For this purpose, the salesperson should not undertake which of these activities ?
  - (a) Take an appointment before making a sales call
  - (b) Approach person regardless of their influence in the purchase decision
  - (c) Use sales force automation tools
  - (d) Study the customer's buying habits to ask relevant questions
4. Which of the following is not a common source of sales information ?
  - (a) Company records
  - (b) Sales targets
  - (c) Sales invoice
  - (d) Field visit
5. In a sales organization, there are many functions undertaken by line managers. Which of the following functions is not performed by line managers ?
  - (a) Sales forecasting
  - (b) Sales planning
  - (c) Assigning sales territories
  - (d) Compensating sales force

6. Select the sales force structure that is widely preferred in industries such as pharmaceuticals and automotives.
  - (a) Customer-based
  - (b) Geographic-based
  - (c) Product-based
  - (d) Combination-based
7. Which factor helps increase the accuracy levels of a sales plan ?
  - (a) Higher rate of profits
  - (b) Involvement of top management in setting objectives
  - (c) Long gap between planning and implementation
  - (d) Small size of organization
8. Among the following, which is not a component of designing training programs ?
  - (a) Review sales activities of the organization
  - (b) Identify training needs
  - (c) Decide the time of training
  - (d) Determine objectives of the training program
9. A Sales Manager prepares a budget, which consists of the expenses incurred for commissions and salaries paid to sales persons, travelling and entertainment expenditure, training cost, etc.
  - (a) Sales budget
  - (b) Sales department's administrative budget
  - (c) Selling-expense budget
  - (d) Profit budget
10. Suggest a suitable forecasting method for a company, which wants to accurately forecast its sales based on the sales of the previous three years.
  - (a) Sales force composite
  - (b) Correlation analysis
  - (c) Moving averages method
  - (d) Time series analysis
11. Name the sales quota method, which is useful when profitability varies with the type of products.
  - (a) Expense quota
  - (b) Activity quota
  - (c) Profit quota
  - (d) Sales volume quota
12. Territory management results in tremendous benefits to the sales function. Which of the following is not a characteristic of efficient territory management ?
  - (a) Inequitable rewards to sales persons
  - (b) Better customer coverage
  - (c) Reduced travelling costs
  - (d) Increased sales

13. Which of the following is/are not sales-promotion tool(s) ?
- (a) Coupons
  - (b) Premiums
  - (c) Contests
  - (d) News articles
14. Which of the following is/are the function(s) performed by advertising ?
- (a) Awareness building
  - (b) Comprehension building
  - (c) Lead generation
  - (d) All of the above
15. Who among the following take physical possession of products and negotiate sales ?
- (a) Brokers
  - (b) Manufacturer's agents
  - (c) Commission merchants
  - (d) Selling agents
16. Communication process involves at least \_\_\_\_\_ person.
- (a) One
  - (b) Two
  - (c) Three
  - (d) Four
17. Marketing channels also contribute towards expanding the market share of the manufacturer. This relates to which function of marketing channels ?
- (a) Market coverage
  - (b) Market information
  - (c) Market development
  - (d) Fulfilling the interaction process
18. In terms of channel flows, what is the term that characterizes the physical flow of goods from the producer to the final consumer through intermediaries ?
- (a) Ownership
  - (b) Possession
  - (c) Risking
  - (d) Ordering and payment
19. Identify the type of channel member who takes over the title of ownership of goods from the producer & is responsible for the stock owned.
- (a) Merchant wholesaler
  - (b) Agent
  - (c) Broker
  - (d) Manufacturer's wholesaler

20. Who is responsible for judiciously planning the channel control mix for effective channel management ?  
(a) Wholesaler  
(b) Retailer  
(c) Channel leader  
(d) Channel partner 20

**SECTION—B**

**(Short Answer Type Questions)**

1. (a) Explain the theories of personal selling. 4

**OR**

- (b) Explain the role of sales manager with suitable example. 4

2. (a) Discuss the types of sales organization. 4

**OR**

- (b) What is sales force management ? 4

3. (a) Explain different types of sales budget. 4

**OR**

- (b) What are the bases of setting sales territories ? 4

4. (a) Explain promotion mix in detail. 4

**OR**

- (b) What is communication skill ? 4

5. (a) Explain the types of distribution strategies. 4

**OR**

- (b) Explain channel mix. 4

**SECTION—C**

**(Long Answer Type Questions)**

1. (a) What is sales personality ? Explain the physical qualities. 8

**OR**

- (b) What is sales management ? Discuss its objectives and functions in detail. 8

2. (a) Explain sales planning and process of sales planning with suitable example. 8

**OR**

- (b) Explain Recruitment, Selection, Placement and Motivation in sales force management. 8

3. (a) What is sales quota ? What factors determine the sales quota ? 8

**OR**

- (b) Explain the sales forecasting and steps in sales forecasting in detail. 8

4. (a) Explain the importance of Interpersonal skill and non-verbal communication in selling process with special reference to body language. 8

**OR**

- (b) Explain selling skill "Negotiation is usually considered as a compromise to settle an argument or issue to benefit ourselves". Justify the statement with reference to different steps followed by salesperson. 8

5. (a) Who are the Intermediaries and what kind of job they handled in sales distribution ? 8

**OR**

- (b) What is sales distribution ? Explain its types. 8