

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
BBA MID Sem Summer 2019-20 Examination

Semester: 4

Subject Code: 6101282

Subject Name: Sales and Distribution Management

Date: 5/3/2020

Time: 2hr: 00min

Total Marks: 40

Instructions

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

Q.1 Do as Directed.**A). Multiple choice type questions/Fill in the blanks. (Each of 1 mark) (03)**

1. A sales forces organization that assigns each salesperson to a geographical territory in which that salespersons have to sell the company's full line is

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|-------------------------|----------------------------|
| a) Product sales force | c) Complex structure |
| b) Customer sales force | d) Territorial sales force |

2. A forecasting method which uses anonymous questionnaire to achieve forecasting is

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|-----------------------|------------------|
| a) Executive opinions | c) Delphi method |
| b) Moving Average | d) None of above |

3 Plans for sales compensation does not include

- | | |
|--------------------------------------|------------------------|
| a) Straight salary | c) straight commission |
| b) salary plus commission plus bonus | d) recognition award |

B). Define the following. (Each of 1 mark) (03)

1. Gross margin or profit contribution quotas
2. Exponential Smoothing
3. Build-up Approach

C). Direct questions. (Each of 1 mark) (04)

1. Absorption training
2. EPSS
3. BARS
4. Relationship Selling

Q.2 Answer the following questions.

A). Compare top-down and bottom-up approach and explain whether they should give the sales manager the same figure of the company sales forecast. (05)

B). What is the difference between a prospect, suspect and sales lead? How the probable prospects are qualified? (05)

Q.3 Answer the following questions.

A). Describe any two of the qualitative methods of sales forecasting and indicate its advantages and disadvantages. (05)

B). What procedure is typically followed by a company to prepare its sales budget? (05)

Q.4 Attempt any two questions. (Each of 5 mark) (10)

A. As a regional sales manager, you have decided to promote one of the existing salesperson for the position of branch sales manager for a new branch at Coimbatore in Tamil Nadu state. What kind of training would you conduct for this salesperson?

B. Which compensation plan allows an organization the most control on salespeople and which plan is better for obtaining high sales? Why?

- C. What the major differences are between build up and break down methods, which are used for designing sales territories?
- D. You are appointed as a branch manager by Crocodile products at Pune for selling Crocodile brand of shirts, trousers, T-shirts, innerwear and accessories. This is a new branch, covering Western Maharashtra . For deciding the expenditure budget for each item of selling expenses, which of the following methods would you use and why ? Explain the methods to be used :
- i) Percentage of sales method
 - ii) Executive judgment method
 - iii) Objective and task method