

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
BBA Summer 2021 - 22 Examination

Semester: 4
Subject Code: 06101282
Subject Name: Sales & Distribution Management

Date: 06/04/2022
Time: 10:30 am to 01:00 pm
Total Marks: 60

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) (05)**

1. The poor quality of selection in sales will mean extra cost on _____ and supervision.

(a) Training	(c) Work quality
(b) Recruitment	(d) None of the above
2. A person acting for company by performing _____ activity for the company.

(a) prospecting	(c) information gathering
(b) communicating	(d) All of the above
3. Modes of transaction available in logistics are not include

(a) Rail	(c) Road
(b) Air	(d) Ship
4. In international marketing, the most critical distribution questions are:

(a) choice of local logistics in foreign	(c) choice of international shipping method
(b) choice of international shipping method' and 'choice of local logistics in foreign markets'	(d) choice of market-entry methods
5. An effective sales plan objective should be

(a) Precise, measurable, and time specific	(c) General, measurable, and flexible
(b) Profitable, subjective, and measurable	(d) Precise, profitable, and flexible.

B). Define the following. (Each of 1 mark) (05)

1. Zero Level
2. Market Logistic
3. econometric analysis
4. Lean manufacturing,
5. sales territories

C). Direct questions. (Each of 1 mark) (05)

1. What Do You mean by prospect list type of prospect
2. What is naive method of forecasting
3. list the method for selection of sales person
4. Give Examples to Illustrate Selling Concepts?
5. What do you mean by distribution costs?

Q.2 Answer the following questions.

- A). What is channel of distribution, explain various types of channels (07)
- B). Discuss the steps involved in sales forecasting of the sales force? (08)

Q.3 Answer the following questions.

- A). Explain the process of personal selling in details. (07)
- B). Brief the importance and objectives of training of sales persons. (08)

Q.4 Attempt any two questions. (Each of 7.5 mark)

(15)

1. How important is the supply chain of any product which is perishable, explain the importance in the light of the same?

2. Selling product is an art to convince consumers, in which attributes of the person is as important as the technical knowledge. Explain?

3. Industrial sales company Limited (ISC) is a distributor of pumps and compressors for Maharashtra state excluding Mumbai and Greater Mumbai. In order to increase sales in Nashik Jalgaon Aurangabad region, they hire a senior sales manager Mr. Shayam and ask him to operate from Nashik, However, very soon there are complaints from sales manager in nearby Pune, Mumbai and even Nagpur that Mr. Shayam and his team are trying to meet customers in their region and do business.

Mr. Shayam however confirms that he is only meeting the regional offices of Pune and Mumbai Based companies in his own Nashik-Aurangabad area and there is nothing wrong with it. Soon this dispute reaches the regional Manager Mr. Gupta in Mumbai

Question

(i) What are problems with the territory design in this case?

(ii) As a regional manager, what will you do to control the situations.

4. "Culture plays crucial role in selling products at international level" Justify