

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
BBA Summer 2022-23 Examination

Semester: 4
Subject Code: 06101282
Subject Name: Sales and distribution Management

Date: 31/03/2023
Time: 10.30am to 1.00pm
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 questions/Fill in the blanks. (Each of 1 mark)**

1. Reduce buyers concerns that might have arisen after the sales, reveal problems assure buyer of salesperson's interest ensure customer satisfaction and repeat business is called

a) Approach	c) Closing
b) Follow up	d) None of these
2. In Build up method, companies try to...

a) equalize the sales potential	c) equalize both sales potential of territories
b) equalize both workload of salespeople	d) None of the above
3. A channel partner who stocks and sells a company's products without buying them is known as

a) Distributor	c) Transporter
b) Wholesaler	d) C&FA
4. With respect to a channel of distribution the number of intermediary levels within the Channel indicates the..... of a channel _____

a) width	c) depth
b) length	d) Similarity
5. What is the full form of VMS?

a) Velocity moving system	c) Vertical moving system
b) Vertical marketing system	d) None of these

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

1. Define routing
2. Valence
3. Quick response manufacturing
4. Spatial discrepancy
5. Channel conflicts

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

1. Explain any two qualitative sales forecasting methods
2. What do you mean by activity quotas
3. Define supply chain management
4. What do you mean by Warehousing
5. Explain in brief lean manufacturing
- 6.

Q.2 Answer the following questions.

A). Explain the selling process used by the sales executives in an organization (07)

B). If a company want to recruit a sales person what process do you think will be appropriate for them? (08)

Q.3 Answer the following questions.

A). Explain the motivational tools and control areas used by the company to motivate channel members. **(07)**

B). What do you mean by inventory management? Explain in brief JIT logistics system **(08)**

Q.4 Attempt any two questions. (Each of 7.5 mark) (15)

1. Explain line organization structure with advantages and disadvantages

2. Consider an FMCG company trying to distribute its product directly to its consumer. What would be the major hurdles if this strategy is followed? What would be the advantages and disadvantages by following this strategy?

3. Why are sales territory required? Discuss various steps followed in territory planning and suggest what type of territory planning would you recommend for.

a. A company selling textile machinery components to large textile units

b. A company selling infant milk powder

4. Write in details the factors affecting international marketing