

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
BBA Winter 2018 - 19 Examination

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

Date: 13/12/2018
Time: 2:00 pm to 4:30 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. Direct mail is relatively expensive. (True / False)
2. Promotion technique for consumers according to which demonstrations and displays of products made at place of sale is called
 - a) Point of purchase promotion
 - b) Sales premium
 - c) Cents off deals
 - d) Advertising specialties
3. The most restrictive type of countertrade is.
 - a) Barter
 - b) Switch trading
 - c) Offset
 - d) Counter purchase
4. Third step in personal selling process after completion of pre-approach step is to
 - a) Prospecting and qualifying
 - b) Handling objections
 - c) Approach
 - d) Presentation and demonstration
5. Kind of sales people who travel to call all customers in field is classified as
 - a) Inside sales force
 - b) Channel intermediaries
 - c) Outside sales force
 - d) Nominal sales force

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

1. Personal Selling
2. Distribution management
3. Sales forecasting
4. Channel Management and Control
5. Lean manufacturing

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

1. What do you mean by sales force management
2. Write a note on sales quota
3. What do you mean by quick response manufacturing
4. Mention any two functions of marketing intermediaries
5. What do you mean by supply chain management

Q.2 Answer the following questions.

A). What do you mean by Distribution mix? Bring out the importance of channels of Distribution in marketing (07)

B). Write a detail note on sales territory (08)

Q.3 Answer the following questions.

A). Explain Recruitment and selection process of sales personnel (07)

B). Explain the different modes of transport in India (08)

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

1. Explain the relation of sales department with the other department in the organization with examples
2. Explain the types of intermediaries
3. What are the objective of supply chain management
4. Discuss the benefit of international selling