

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
BBA, Winter 2017 - 18 Examination

Semester: 4

Date: 10/01/2018

Subject Code: 06101282

Time: 10:30 am to 1:00 pm

Subject Name: Sales & Distribution Management

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. (Each of 1 mark)****(05)**

1. Standard amount that must be sold by salesperson of company's total product is classified as

a) Sales Contest	c) Expense Quota
b) Sales Quota	d) Production Quota
2. 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
3. Makers of televisions, cameras, tires, furniture, and major appliances normally use which of the following distribution channel forms?

a) indirect marketing channel	c) horizontal channel
b) direct marketing channel	d) synthetic channel
4. Kind of sales people who travel to call all customers in field is classified as

a) Inside sales force	c) Channel Intermediaries
b) Outside sales force	d) Nominal sales force
5. The benefits of marketing channels are.....

a) Cost saving	c) Financial support given
b) Time saving	d) All of above

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

1. Selling
2. Recruitment
3. Sales Quotas
4. Motivation
5. Channel

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

1. What is Training?
2. What do you understand by the term Controlling?
3. List down any 4 importance of Logistics.
4. How International Selling is helpful for any company?
5. What is Sales Budget?

Q.2 Answer the following questions.

A). Define Personal selling and its nature. Also discuss how personal selling and marketing mix works. **(07)**

B). Describe the recruitment and selection process of personnel selling. **(08)**

Q.3 Answer the following questions.

A). Define supply chain management, with its objectives and dimensions. **(07)**

B). Explain the role and functions of marketing intermediaries. What are the motivation factors of marketing intermediaries? **(08)**

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

(15)

1. How international selling is different from domestic selling and what factors should be considered while selecting international selling areas.
2. “Distribution network plays an important role in managing the sales.” Explain the statement with advantages and disadvantages.
3. How is Sales Management planning done in today’s scenario. Also explain the nature of sales management.
4. Describe how the sales personnel can be trained, motivated and controlled.