

**PARUL UNIVERSITY**  
**FACULTY OF MANAGEMENT**  
**BBA Summer 2018 - 19 Examination**

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

**Date: 25/04/2019**  
**Times: 10:30am To 01:00pm**  
**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 type questions/Fill in the blanks. (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 When a sales lead becomes a potential customer it is called
 

a) qualifying	c) relationship
b) selection	d) repurchase
- 3 Which one of the following is not an attribute of a sales personality
 

a) Transparency	c) Hardworking
b) Persistence	d) Unorganized
- 4 The distance between the production point of a product and its consumption point is known as \_\_\_\_\_discrepancy
 

a) Temporal	c) Spatial
b) Location	d) Mileage
- 5 The distribution function provides the consumer place, time and \_\_\_\_\_ utility
 

a) Possession	c) Service
b) Exchange	d) Supply

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

1. Explain Sales forecasting approaches
2. Define Personal selling and any 2 importance
3. Define Logistics Management and it's any 4 importance
4. Briefly mention selling skills required in a sales personnel
5. Define Sales training and only mention its needs

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

1. Briefly explain lean manufacturing
2. Define sales territory and only draw routing pattern
3. Briefly Patterns of distribution
4. Explain benefits of international selling
5. Briefly explain evaluation criteria for channel members

**Q.2 Answer the following questions.**

**A).** Define sales management. Explain in detail the selling process you will perform as a sales executive

**(07)**

**B).** Explain staffing process of sales personnel in detail

**(08)**

**Q.3 Answer the following questions.**

A). Mention three bases of channel management. Explain in details reasons for channel conflict and its resolution strategies (07)

B). Define distribution channel. Explain in detail the need for distribution channels. Explain role and functions of intermediaries depicting the distribution network relation of FMCG goods. (08)

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

1 Assume you are a manufacturer of FMCG goods which includes product line of shampoos, hair oils, soap, skin cream and toothpaste. You are looking for intermediaries to reach to your target market to have intensive distribution. Discuss and explain in detail how you will design channel for the same. Explain channel design stages and process.

2 Mr Abhishek Das is a Regional sales Manager of an Insurance company HDFC life. He is looking after western region including Rajasthan, Gujarat and Maharashtra. Looking at the sales MIS and other reports, he found that the sales force is not able to meet their sales targets of past two months. He also has data of customer turnover that stopped their relationship with company, and few customers complained about the sales personnel misselling the product. Past six months, sales force turnover was also high. Help Mr Das, to assess the situation and how he should look into training and motivating his employees. Explain in detail how training and motivating the sales force will help Mr Das. How leadership qualities of Mr Das can help him to overcome the situation

3 Explain the importance of training and motivating channel members. As a manufacturer how you will train and motivate channel members for overall increased performance of distribution channel.

4 Assume you are appointed as head of marketing for ABC Bank, which is newly incorporated and planning to expand its operation in south India. Currently it is having its branches at Delhi, Jaipur, Pune and Ahmadabad. You are required to design sales territories to cover four southern states of Karnataka, Tamil Nadu, Andhra Pradesh, and Kerela. Mention the importance of sales territories and design sales territory.