

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
BBA Summer 2017 - 18 Examination

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

Date: 30/05/2018
Time: 02:00PM TO 04:30PM
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. Which of the following is NOT a category of personal selling?

a) Consumer	b) Professional
c) Industrial	d) Systematic
2. Sales budget shows the sales details as

a) Month wise	b) Product wise
c) Area wise	d) All the above
3. Personal selling step in which sales person asks for an order to customer is classified as

a) shipper approach	b) closing
c) handling shipment	d) follow up
4. Consumer product channels tend to be _____ industrial product channels.

a) identical to	b) shorter than
c) the same length as	d) longer than
5. Standard amount that must be sold by salesperson of company's total product is classified as

a) sales contest	b) expense quota
c) production quota	d) sales quota

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

- | | |
|------------------------|---------------------|
| 1. Logistic Management | 2. Sales Budget |
| 3. Lean Manufacturing | 4. Direct Marketing |
| 5. Forecasting | |

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

1. Give method of Recruitment for sales personnel
2. List Down four functions of marketing intermediaries
3. Quote some benefits of international selling
4. Give the steps of personnel selling
5. Define sales territories

Q.2 Answer the following questions.**A). Explain the level of Nature of Personal selling****(07)****B). Explain the methods of selection of sales personnel****(08)****Q.3 Answer the following questions.****A). Discuss the advantages and disadvantages of mode of transport for distribution. (any three)****(07)****B). Discuss the attributes of a salesperson****(08)****Q.4 Attempt any two questions. (Each of 7.5 mark)****(15)**

1. Draw an imaginary structure for sales department in detail
2. "Cultural plays a vital role in selling do you agree to the statement, Give arguments.
3. The quality of the sales depends on the sales person and, the quality of sales person depends on the organization philosophy for them" Elaborate the hidden concept behind it.
4. International market is attracting the producers to enter it, as now world is a "global village." You are requiring suggesting them the ways to enter the market.