

Seat No: _____

Enrollment No: _____

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
BBA- Mid Term Examination

Semester: IV

Subject Code: 06101282/83/84

Subject Name: Sales and Distribution Management

Date: 20/04/2017

Time: 2 hours

Total Marks: 50

Instructions

1. Attempt all questions from each section.
2. Figures to the right indicate full marks.
3. Write Section-A, Section-B on separate answer sheets.
4. Give suitable examples wherever necessary.

SECTION-A-25 Marks

Q.1 (a) Multiple Choice Questions (One Mark Each) (03)

1. Out of the three important skills for the success of a sales manager, the two are managing and technical skills. The third skill is:
A. communication B. negotiation C. people D. problem-solving
2. The legend for AIDA formula includes attention, interest, desire and one of the following:
A. arrangement B. agreement C. action D. assistance
3. The legend for FAB approach consists of features, advantages and one of the following:
A. bargaining
B. benefits
C. basics
D. betterment

Q.1 (b) Define Any THREE (One Mark Each) (03)

1. Market Potential.
2. Market Forecast.
3. Sales Potential (or Company Sales Potential).
4. Sales Forecast (or Company Sales Forecast).

Q.2 Discuss the various steps of the selling process in detail? As a Sales Professional which kinds of presentation method you will go for products like Vacuum cleaner and Insurance? (06)

Q3. (a) Define Sales Management and explain emerging trends in it. (04)

Q3. (b) What are the different types of sales positions? Give examples of creative selling positions? (03)

OR

Q3. (a) What is the usual manner in which business buyers make buying decisions? As a salesperson why it becomes necessary for you to understand the various buying situations for the business buyers. Support your answer with necessary examples. (04)

Q3. (b) Define Transactional Relationship/Selling, Value-Added Relationship/Selling and Collaborative/Partnering Relationship/Selling with examples. (03)

Q.4 What is Sales Forecast? Classify and explain different methods of forecasting in detail. (06)

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SECTION-B -25 Marks

(03)

Q.1 (a) Multiple Choice Questions (One Mark Each)

1. Motivation is originally derived from:

- A. Persian Word
- B. French Word
- C. Latin Word
- D. Sanskrit Word

2. The three modern views of sales leadership are:

- A. leader-member exchange, transformational leadership, behavioral self-management.
- B. transactional leadership, situational leadership, problem-solving leadership.
- C. supervising leadership, interpersonal leadership, visionary leadership.
- D. directing, administering, evaluating.

3. The full form of EPSS online training is:

- A. Effective Performance Selection System.
- B. Effective Performance Support System
- C. Electronic Performance Support System
- D. Electronic Performance Selection System

Q.1 (b) Define following terms: (One Mark Each)

(03)

1. Herzberg's Dual Factor Theory.
2. Training.
3. Return on assets managed (ROAM).

Q.2 Discuss the Recruitment & Selection process of Sales Personnel with the help of a relevant example. What are the sources of Recruitment & Selection within & outside the company? Which is better? (06)

Q3. (a) Define Sales budget. List the purposes of a Sales Budget. Taking a hypothetical example, explain the process of preparing a Sales Budget. (04)

Q3. (b) Discuss the basic types of compensation plans. (03)

OR

Q3. (a) What is a sales territory? Explain in detail with diagrams all the steps of build-up and break-down methods, which are used for designing sales territories? (04)

Q3. (b) Describe the steps involved for evaluating and controlling Salesforce performance briefly. (03)

Q.4 What do you understand by sales quotas? Explain the different types of quotas used by a sales manager. (06)

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