

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
BBA Mid Term 2017 - 18 Examination

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

Date: (03/04/2018)
 Time: (1hr: 30min)
 Total Marks: 30

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.

Sections		
A)	Multiple choice type questions. (Each of 1 mark)	(05)
	1. Expectancy theory was given by-	
	a) Adam Smith	c) Herzberg
	b) Vroom	d) Maslow
	2. Which is not the part of recruitment process-	
	a) Reference check	c) Screening
	b) Aptitude test	d) Orientation
	3. Which is the controlling approach-	
	a) Audit	c) Profit analysis
	b) Compensation	d) Sales volume
	4. Adam's Equity theory is based on-	
	a) Dual factors	c) Input-Output ratio
	b) Rewards	d) Needs
	5. Which of this not part of 'off-the-job' training-	
	a) Supervision	c) lectures
	b) Games	d) Conferences
B)	Write answers briefly. (Each of 1 mark)	(05)
	1. What is sales management?	
	2. Define personal selling.	
	3. Explain sales forecasting.	
	4. What are traits of sales personnel?	
	5. What is sales controlling?	
C)	Write answers in detail. Attempt any two. (Each of 5 marks)	(10)
	1. Write in detail the recruitment and selection process adopted by sales organization.	
	2. Why motivation is required for sales force? What are the different techniques of motivation?	
	3. Why sales budget is important? What are requirements while drafting the sales budget?	
D)	Draft the sales budget table from the following data.	(10)
	<p>BBA Pvt. Ltd. is forecasting its budget for the year 2018-19. The company has two products- Product 'P' and Product 'Q'. The estimated sales of product 'P' for 4 quarters is 3000, 4500, 5000 and 2000 respectively. The estimated sales of product 'Q' for 4 quarters is 1000, 1500, 3000 and 4000 respectively. The price of product 'P' is 20 INR and 'Q' is 50 INR. The company is planning to increase the price of product 'P' by 50% after 2nd quarter. The expenses of the company are fixed on product wise sales in every quarter. 15% of the sales is the expense in every quarter for product 'P'. 20% of the sales is the expense in every quarter for product 'Q'.</p>	