

BBA 6th Semester (Hons.) Examination, 2021
BACHELOR OF BUSINESS ADMINISTRATION

Course ID: BBA-6.1

Course Code: BBA-6.1

Course Title: Sales and Distribution Management

Full Marks: 80

Time: 4 Hours

*The figures in the right hand margin indicate full marks.
Candidates are required to give their answers in their own words as far as practicable.
Illustrate the answers wherever necessary.*

Group-A

1. Answer all the questions from the following: -

1X10=10

1. _____ refers to the exchange of goods or commodities against money or service.
 - a. Distribution
 - b. Place
 - c. Sales
 - d. Myopia
 - e. None of these
2. _____ is the provider of goods or services.
 - a. The Supplier
 - b. The Buyer
 - c. The Seller
 - d. The Consumer
 - e. None of these
3. Sales and Distribution Management majorly focuses on the_____
 - a. Buying aspect of an organization
 - b. Selling aspect of an organization
 - c. Negotiating aspect of an organization
 - d. Producing aspect of an organization
 - e. None of these
4. _____ is the responsibility of the sales manager.
 - a. Sales Management
 - b. Distribution Management
 - c. Marketing Management
 - d. Both A & B
 - e. None of these
5. Personal selling has _____
 - a. One Way Communication
 - b. Two Way Communication
 - c. Indirect Communication
 - d. Direct Communication
 - e. None of these
6. _____ is the most basic forms of the sales organization.
 - a. Line sales organization
 - b. Functional sales organization
 - c. Line and staff sales organization
 - d. Both A & B
 - e. None of These
7. What type of intermediary would purchase baseball bats from one producer, mitts from another, and balls from still another, and then sell an assortment to sporting goods stores?
 - a. Agent
 - b. Producer
 - c. Retailer
 - d. Wholesaler
 - e. None of these

8. Most producers use _____ to bring their products to market or end users.
 - a. Brokers
 - b. Retailers
 - c. Intermediaries
 - d. Distributors
 - e. None of these
9. A sales organization bridges the gap between the market and the _____.
 - a. Human Resource capacity of the firm
 - b. Financial capacity of the firm
 - c. Productive capacity of the firm
 - d. Marketing capacity of the firm
 - e. None of these
10. _____ is the geographical area a sales person is assigned.
 - a. Vertical integration
 - b. Territory
 - c. Marketplace
 - d. Quarter
 - e. None of these

Group- B

2. Answer any TEN from the following:

10X2=20

1. Define Sales Management ;
2. Define Personal Selling;
3. What do you mean by informal sales Organization?
4. What do you mean by Sales force control?
5. State two objectives of Sales Forecasting?
6. What do you mean by Rejection Handling?
7. What do you mean by Retailing?
8. What do you mean by Industrial Dispute?
9. State two importance of Sales territory?
10. What is Industrial Conflict?
11. What do you mean by Distribution Management?
12. What do you mean by Influence Strategy?
13. Define Choice Close ;
14. State the role of transportation in distribution channel ;
15. Define Job Specification ;

Group – C

3. Answer any FOUR from the following:

4X5=20

1. Write a short note on Sales Budget ;
2. Write a short note on Common Objection Types ;
3. Write a short note on Channel Strategy;
4. Write a short note on sales territory;
5. Briefly explain the process of Sales Force Size Management ;
6. Discuss the organizational structure;

Group – D

4. Answer any THREE from the following:

3X10=30

1. Discuss the major sources of sales force recruitment;
2. State different types of distribution channel with example;
3. Briefly discuss the Sales Process ;
4. Discuss the nature, role and importance of sales force management ;
5. Discuss two qualitative and two quantitative techniques of sales forecasting ;
6. Distinguish between marginal costing and absorption costing ;
