

2020**BBA****[HONOURS]****Paper : BBA3.6****(Sales and Distribution Management)**

Full Marks : 80

Time : 4 Hours

*The figures in the right-hand margin indicate marks.**Candidates are required to give their answers in their own words as far as practicable.*Answer **Q.No.1** and any other **five** from the rest:

1. Answer any **ten** questions: 2×10=20
- a) Define Selling.
 - b) What is Retailing?
 - c) What is Sales territory?
 - d) What is Sales forecasting?
 - e) What is Sales budget?
 - f) What is Job analysis?
 - g) State two functions of wholeselling.
 - h) State one customer objection.

- i) What is Geographic sales organisation.
 - j) What is Sales Management?
 - k) What is the importance of follow-up after sales?
 - l) What is inventory management?
 - m) What is 'O' level distribution channel?
 - n) Mention two essential characteristics of selling.
 - o) What do you mean by Selective distribution?
2. State the factors that are important for sales force motivation. 12
 3. Explain different types of Sales organisation. Mention advantages and disadvantages for each of them. (two for each) 6+6
 4. Examine different internal and external sources of sales force recruitment. State their usefulness separately. 8+4
 5. What are the reasons for channel conflict? How are these conflicts resolved? 8+4
 6. Explain the following: 6×2=12
 - a) Transportation decision
 - b) Inventory management decision

7. a) What is Sales forecasting?
b) Explain its importance.
c) Also explain various methods of Sales forecasting. 2+5+5
8. a) Define Sales territory.
b) What are its objectives?
c) How does it differ from 'trade areas'? 2+5+5
9. a) What are the non-financial compensation plan for the Sales forces?
b) Explain the steps involved in designing a compensation plan for Sales forces. 6+6
10. Briefly describe the various processes of forecasting market demand. 12
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