

(i) Printed Pages : 2

Roll No.

(ii) Questions : 14

Sub. Code :

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Exam. Code :

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Bachelor of Business Administration 3rd Year

1046

SALES AND DISTRIBUTION

Paper – II (Group–C)

Time Allowed : Three Hours]

[Maximum Marks : 80

- Note :** (1) Attempt any **four** questions from Section A. Each question is of 4 marks.
- (2) Attempt any **two** questions from Section B. Each question is of 16 marks.
- (3) Attempt any **two** questions from Section C. Each question is of 16 marks.

SECTION–A

1. What is Sales Quota ?
2. What is Sales Budget ?
3. Explain the concept of performance appraisal.
4. Enumerate the elements of a transportation system.
5. What is Physical Distribution ?
6. How is inventory managed under uncertainty ?

SECTION-B

7. What is Sales Management ? Elaborate the functions of a sales Manager.
8. Write notes on :
 - (a) Training of Sales Force
 - (b) Motivation of Sales Force.
9. Explain the concept and importance of central market analysis.
10. What is Sales Territory ? What are the methods of deciding sales territories ?

SECTION-C

11. What is Automation ? How can it be used in warehousing ?
12. Explain the features of a good warehouse.
13. What are the various types of transportation systems ? Explain their roles in Sales and Distribution Management.
14. What are channels of Distribution ? Explain the factors to be kept in mind while deciding the Channel of Distribution.