

(i) Printed Pages : 2

Roll No. ....

(ii) Questions : 14

Sub. Code :

0	8	9	0
---	---	---	---

Exam. Code :

0	0	2	5
---	---	---	---

Bachelor of Business Administration 5<sup>th</sup> Semester  
(2123)

SALES AND LOGISTICS MANAGEMENT

BBA 306



Time Allowed : Three Hours]

[Maximum Marks : 80

Note: Attempt any *four* questions from Section-A. Each question will carry 5 marks.

### SECTION—A

1. Discuss the various functions of sales manager.
2. Define the term logistics management ?
3. Explain the importance of sales budget.
4. Write a note on supply chain management.
5. Explain the importance of personal selling.
6. Write a note on importance of automation in warehousing.  $5 \times 4 = 20$

### SECTION—B

Note : Attempt any *two* questions from Section-B. Each question will carry 15 marks.

7. What is Sales Management ? Explain various functions of a sales manager.
8. Explain various methods of sales forecastings ?
9. Explain various factors to be consider while allocation sales territories ?

10. What is sale quota ? What are the various parameters of setting sale quotas ? 15×2=30

### SECTION—C

**Note :** Attempt any *two* questions from Section-C. Each question will carry 15 marks.

- 11. What are the key issues of supply chain management ?
- 12. What is warehousing discuss the features of warehousing ?
- 13. Discuss the various methods of inventory control.
- 14. Discuss the use and importance of information technology in Supply Chain Management ? 15×2=30