

(i) Printed Pages : 2

Roll No.

(ii) Questions : 14

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Exam. Code :

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**Bachelor of Business Administration 5th Semester
(2125)**

SALES AND LOGISTICS MANAGEMENT

Paper—BBA-306

Time Allowed : Three Hours]

[Maximum Marks : 80

SECTION—A

(Attempt any FOUR questions)

1. What is the role of a Sales Manager in a business organization?
2. Define Sales Quota. How is it administered?
3. What do you mean by Personal Selling?
4. List any five types of warehousing.
5. What is the concept of Marketing Logistics?
6. Mention any five objectives of Sales Budget. 4×5=20

SECTION—B

(Attempt any TWO questions)

7. Explain the various methods of Sales Forecasting with examples.
8. What is Sales Territory? Discuss the considerations for its allocation.

9. Define Salesmanship. Explain its nature and importance.
10. Discuss the principles and process of setting Ceiling Sales Quotas.

2×15=30

SECTION—C

(Attempt any TWO questions)

11. What is Inventory Management? Explain its importance and methods.
12. Discuss the functions of members in a Distribution Channel.
13. Explain the concept and key issues of Supply Chain Management.
14. What are the components of Logistics Management? Illustrate with examples.

2×15=30