

2021

B.B.A.-5<sup>th</sup> Semester

BBA-306: Sales and Distribution Management

Time allowed: 3 Hours

Max. Marks: 80

**NOTE:** Attempt any four short answer type questions from Section-A. Attempt any two questions from Section-B & C respectively.

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**SECTION-A**

- I. Attempt any four of the following: -
- Meaning of warehousing automation.
  - Discuss the importance of inventory management.
  - Explain sales budget.
  - What are functions of sales manager?
  - Uses of sales quota.
  - Meaning of supply chain management (4×5)

**SECTION-B**

- What is personal selling? Explain various theories of personal selling. (15)
- Meaning and objectives of sales quota. Explain in detail various principles of ceiling sales quota. (15)
- Define sales management. Importance of sales force and functions of sales manager. (15)
- Define sales budget. Process of sales budget and its uses of sales budget. (15)

**SECTION-C**

- Meaning of physical distribution. Discuss the functions of various members of a distribution channel. (15)
- What is distribution marketing? Explain features & types of warehousing. (15)
- What is inventory management? Discuss the various methods of inventory management. (15)
- Explain in detail international sales and distribution management. (15)

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