QP Code: SN23BBA050 | Reg. No | | | | | | | | | | | AR24

GANDHI INSTITUTE OF ENGINEERING AND TECHNOLOGY UNIVERSITY, ODISHA, GUNUPUR

(GIET UNIVERSITY)

B. B. A (Fifth Semester Regular) Examinations, November, 2025

23BBAPC35002 – Sales & Distribution Management

Time: 3 hrs | Maximum: 60 Marks

(The figures in the right hand margin indicate marks.)

PART – A **(2 x 10 = 20 Marks)**

Q.1. Answer ***ALL*** questions	CO #	Blooms Level
a. Explain any two differences between selling and marketing.	CO1	K2
b. Contrast the term sales territory.	CO1	K4
c. Define sales quota.	CO2	K1
d. What is the meaning and importance of market cost analysis?	CO2	K1
e. List any two sources of recruiting salespeople.	CO3	K1
f. Identify the two objectives of sales force training.	CO3	K2
g. What is direct distribution?	CO4	K1
h. Define channel design.	CO4	K1
i. What is a franchise agreement?	CO5	K1
j. List any two reasons for channel conflict.	CO5	K1

PART – B **(8 x 5 = 40 Marks)**

Answer ***ANY FIVE*** the questions	Marks	CO #	Blooms Level
2. a. Discuss the evolution of Sales Management from traditional selling concepts to relationship and digital selling.	8	CO1	K2
(OR)			
b. Evaluate the challenges faced by sales managers in managing a diverse and technology-driven sales force.	8	CO1	K5
3.a. Explain the sales planning process and discuss the major steps involved in preparing an effective sales plan.	8	CO2	K2
(OR)			
b. Evaluate the role of sales planning and control tools in optimizing the performance of a sales organization with examples.	8	CO2	K5
4.a. Explain the process of recruitment and selection of the sales force and discuss the steps involved in hiring the right salesperson.	8	CO3	K2
(OR)			
b. Describe the significance of sales force performance appraisal and discuss key performance indicators (KPIs) used in sales evaluation.	8	CO3	K2
5.a. Describe various levels of marketing channels and their relevance to different types of products with examples.	8	CO4	K2
(OR)			
b. What factors should be considered while selecting an appropriate channel structure? Discuss.	4	CO4	K2
c. How companies motivate and evaluate channel members? Explain.	4	CO4	K2
6.a. Explain the process of managing channel institutions. Discuss the key roles of intermediaries in distribution.	8	CO5	K2
(OR)			
b. Describe the key steps in designing a channel system. What factors should managers consider in the design process of consumer durable product.	8	CO6	K2

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