QPC: RD20BBA069   Reg. No [ ][ ][ ][ ][ ][ ][ ][ ][ ][ ]

GIET UNIVERSITY, GUNUPUR – 765022
B. B. A (Fifth Semester) Examinations, December' 2022
20BB502 – Sales and Distribution Management

Time: 3 hrs.   Maximum: 70 Marks

Answer ALL questions
The figures in the right hand margin indicate marks.
PART – A: (Multiple Choice Questions)   (1 x 10 = 10 Marks)

Q. 1 Answer *ALL* questions

a. The process of planning, analysing, controlling and implementing the activities of sales force is classified as
    (i) indirect sales management   (ii) direct sales management
    (iii) sales force management   (iv) persuasion management

b. The field sales force is also called as
    (i) inside sales force   (ii) outside sales force
    (iii) channel intermediaries   (iv) none of the above

c. The last step in personal selling process is
    (i) present and demonstrate   (ii) follow up
    (iii) closing   (iv) approach

d. Operations generated forecasts often not to do with
    (i) Inventory requirements   (ii) Resource needs
    (iii) Time requirements   (iv) Sales

e. Delphi method is used for
    (i) Judgemental forecast   (ii) Time series forecast
    (iii) Associative model   (iv) All of the above

f. Transportation is used by businesses for the delivery of goods from distant suppliers.
    (i) Air   (ii) Sea
    (iii) Rail   (iv) Road

g. After choosing a channel system, the company must modify the channel design over time.
    (i) True   (ii) False

h. Advertising and marketing are the same thing. True or false?
    (i)True   (ii)False

i. This is where the perception on the part of a channel member is that its goal attainment is being impeded by another, with stress or tension the result:
    (i) Channel communication.   (ii) Channel conflict.
    (iii) Channel relationships   (iv) Customer conflict

j. 12. A conventional marketing channel is formed of
    (i) Independent producer and wholesaler   (ii) Wholesaler and retailer
    (iii) Independent producer, wholesaler   (iv) None of the above
    and retailer

PART – B: (Short Answer Questions)   **(2 x 10 = 20 Marks)**

Q.2. Answer *ALL* questions

a.   Explain the nature of sales management

b.   Discuss about Relationship Selling

c.   Describe the scope of sales management

d.   Explain about Transactional Selling

e.   Discuss aboutSales force motivation

f.   Describe Selection and recruitment

g.   Explain the functions of distributional channel

h.   Define Franchise

i.   Explain the types of retailers

j.   Describe the sales force training

PART – C: (Long Answer Questions)   **(10 x 4 = 40 Marks)**

Answer *ALL* questions   Marks

3.*a.*   Explain the Sales Management role, Nature and scope   5

 b.   Describe the types of selling   5

(OR)

 c.   Discuss the sales planning process   5

 d.   Explain the Sales forecasting methods   5

4.*a.*   Discuss the Functions of sales force management   5

 b.   Describe Motivation of sales people   5

(OR)

 c.   Describe the Functions of distribution channels   5

 d.   Explain the Channel design   5

5.*a.*   Explain recruiting and selecting of the sales force   5

 b.   Describe the steps in the sales force requirement process   5

(OR)

 c.   Discuss about levels of channels   5

 d.   Explain the sales force training methods   5

6.*a.*   Explain the Channel deign steps   5

 b.   Discuss the Advantages of sales force training   5

(OR)

 c.   Discuss the types of retailers   5

 d.   Describe the Channel system designing   5

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