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GIET UNIVERSITY, GUNUPUR – 765022

B. B. A (Fifth Semester) Regular Examinations, November – 2023

21BBAPC35002 – Sales and 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. Difference between selling and buying.	CO1	PO2
b. Write any two objectives of sale management.	CO1	PO2
c. Give the meaning of sales force organization?	CO3	PO2
d. How the concept routing and scheduling helps the sales person?	CO2	PO2
e. State the objectives of sales force compensation.	CO3	PO2
f. What are the types of incentives given by organization to motivate the sales person?	CO3	PO2
g. Write any two functions of distribution channel.	CO4	PO2
h. State the need for capturing customer requirements.	CO5	PO2
i. Define channel conflict.	CO5	PO2
j. Define vertical level conflict.	CO4	PO2

PART – B

(8 x 5 = 40 Marks)

Answer **ALL** the questions

	Marks	CO #	Blooms Level
2. a. Describe different types of sales. Discuss the direct and indirect selling method using suitable example.	8	CO1	PO4
(OR)			
b. Sales managers job is one of the most complex, challenging and stressful. Justify the statement and strategies to overcome with this?	8	CO2	PO3
3.a. Identify the reason to establish sales territory and what are the steps to determine sales territory for FMCG goods.	8	CO2	PO4
(OR)			
b. How the cost cutting factors should be judged by the sales team to reduce the price of the product?	8	CO3	PO4
4.a. Describe the importance of proper selection and recruitment of sales people and what are the various sources of recruitment?	8	CO3	PO4
(OR)			
b. Discuss sales force management and What are the steps involved in it?	8	CO4	PO3
5.a. Discuss the objectives and importance of distribution channel.	8	CO4	PO4
(OR)			
b. Describe the different consumer products and explain its channel.	8	CO5	PO4
6.a. Find out the various Causes and effects of channel conflicts.	8	CO5	PO4
(OR)			
b. Discuss ethical issues in sales and distribution management.	8	CO5	PO3

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