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**GANDHI INSTITUTE OF ENGINEERING AND TECHNOLOGY,
ODISHA, GUNUPUR
(GIET UNIVERSITY)**

B. B. A (Fifth Semester) Examinations, November-2024

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. Write the four key pillars of sales strategies.	CO2	K2
b. Define sales management.	CO1	K2
c. Define scheduling.	CO3	K2
d. State the different types of quotas.	CO2	K2
e. Give the reason of sales force control.	CO4	K2
f. Define sales force organization.	CO3	K2
g. Identify the channel for consumer products.	CO5	K2
h. Write any two objectives of distribution channel.	CO5	K2
i. State the meaning of CIS.	CO5	K2
j. Define horizontal level conflict.	CO4	K2

PART – B**(8 x 5 = 40 Marks)**Answer **All** the questions

	Marks	CO #	Blooms Level
2. a. Justify with an example how sales management becomes an integral part of marketing management.	8	CO2	K3
(OR)			
b. Discuss the importance of sales management.	8	CO2	K3
3.a. Sales budget is a blue print for sales, Illustrate.	8	CO3	K3
(OR)			
b. Discuss the term sales budgeting and explain the steps involved in it?	8	CO3	K4
4.a. Explain sales force compensation and discuss the ways of compensation.	8	CO4	K3
(OR)			
b. Success of sales activity depends upon good sales man. Discuss the context of sales training.	8	CO4	K3
5.a. Briefly elaborate motivating and evaluating channel members.	8	CO5	K4
(OR)			
b. Describe the term distribution channel and design the distribution channel?	8	CO5	K4
6.a. Discuss the elements of Channel information system.	8	CO5	K4
(OR)			
b. Find out the reasons of channel conflicts and how to manage the conflict?	8	CO5	K4

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