

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BBA (SIM) (Sem.-5)

SALES, DISTRIBUTION AND SUPPLY CHAIN MANAGEMENT

Subject Code : BBA-SM-503-18

M.Code : 78190

Date of Examination : 05-06-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Student has to attempt any ONE question from each Sub-section.

SECTION-A

1. Write briefly :

- a) Objectives of personal selling.
- b) Core competencies of sales force.
- c) Enlist the sources of recruitment for sales personnel.
- d) Outline tools that are used for motivating sales personnel.
- e) Sales territories
- f) Data mining
- g) Logistics management
- h) Multichannel System
- i) Hybrid System
- j) Wholesaling.

SECTION-B

UNIT-I

2. Define the term sales management. Explain functions of sales management in detail, quoting suitable examples.
3. Describe different types of sales organization. Discuss the direct and indirect selling method using suitable examples.

UNIT-II

4. What is sales budget? Discuss different methods of sales budget along with their merits and limitations.
5. What is the need for establishing sales territories? What are the steps in determining sales territory for a firm?

UNIT-III

6. Outline the types of marketing channels. Discuss the factors which affect the choice of channels of distribution.
7. Discuss the legal, ethical and social issues in sales and distribution management.

UNIT-IV

8. Discuss the objectives and components of supply chain management.
9. What do you understand by Supply chain management? Discuss the role of E-business in supply chain.

NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.