

Jamia Hamdard
School of Management and Business Studies
Department of Management
Odd Semester Examination – January, 2023
BBA IIIrd Semester

Subject: Sales and Distribution Management

Subject Code: BBA-DM-102

Duration: 3 Hour

Max Marks: 75

Note: Attempt any Six Questions from Section A and any Three Questions from Section B.

Section A

(5X6=30)

- Q1. Describe various functions and objectives of sales management.
- Q2. Briefly describe various personal selling approaches adopted by salespersons.
- Q3. Analyse the importance of AIDAS theory as an important theory of selling.
- Q4. Evaluate the concept of sales budget and sales quota. How these two concepts are related?
- Q5. Elaborate on various types of channel conflicts. Provide illustrations in each.
- Q6. Analyse the difference between vertical marketing system and horizontal marketing system. Which marketing system is more complex to tackle and why?
- Q7. Distinguish between the concept of wholesaling and retailing along with suitable examples.
- Q8. Warehousing and transportation are strategic elements of distribution systems. Analyse.
- Q9. How does order processing contributes in the overall efficiency and effectiveness of any distribution channel? Evaluate.

Section B

(15X3=45)

- Q1. Salesforce management Analyse the role of recruitment, selection, training and motivation in the management of salesforce.
- Q2. Evaluate various sales forecasting methods in detail.
- Q3. Provide a detailed analysis of various channel conflict resolution techniques. Explain each of the resolution techniques with illustrations.
- Q4. Elaborate on the critical components of designing a customer oriented marketing channel for an Industry of your choice.
- Q5. Provide a detailed analysis of logistics support and supply chain management in the physical distribution system of any organisation.
- Q6. Write short notes on:
 - a) Inventory Management Techniques [5]
 - b) Right Set of Circumstances Selling Theory [5]
 - c) Salesforce Compensation Methods [5]