

18095

B.B.A. Examination, May-2025

SALES AND DISTRIBUTION MANAGEMENT

(BBA-404)

(New Course)

Time : Three Hours] [Maximum Marks : 75

Note : Attempt **all** the sections as per instructions.

Section-A

Note : Attempt all **five** questions. Each question carries **3** marks. Very short answer is required not exceeding **75** words. $5 \times 3 = 15$

1. Types of sales organization.
2. Role of physical distribution system.
3. Differentiate between pre-approach and post-approach.

4. Why is personal selling important in marketing?
5. Two ways of training sales force.

Section-B

Note : Attempt any **two** questions out of the following three questions. Each question carries **7.5** marks. Short answer is required not exceeding **200** words. $2 \times 7.5 = 15$

6. Discuss the factors that influence the choice of distribution channel.
7. Explain any two theories of personal selling.
8. What are the various techniques to motivate salesman?

Section-C

Note : Attempt any **three** questions out of the following five questions. Each question carries **15** marks. Answer is required in detail. $3 \times 15 = 45$

9. Sales has evolved from earlier times to modern sales era. Explain its evolution in detail.
10. Sales management and distribution management complement each other. Explain the statement.
11. Salesmanship is a persuasive communication between buyer and seller. Explain in detail the process.
12. What are the types of middle man in a distribution channel? What are their functions and characteristics?
13. "Sales force management is a continuous process." What are the essential components involved in sales force management.