

BBA 6<sup>th</sup> Semester Examination,2021

Subject: Sales and Distribution Management

Paper: SMM- 6.1

Time: 3 Hours

Full Marks: 80

Group: A

Answer any six questions

5x6=30

1. Define personal selling and sales management.
2. Distinguish between formal and informal sales organization.
3. State the importance of sales forecasting.
4. State the importance of sales territory.
5. What do you mean by job description and job specification?
6. What are the objectives of training programme?
7. Explain the need for follow- up after sales
8. Explain in brief different types of compensation plans applied over sales persons.

Group: B

Answer any five questions

10 x 5 = 50

9. Discuss various sources of recruiting sales force.
10. Explain the factors influencing the motivation of sales force.
11. Explain qualitative and quantitative issues to evaluate sales force performance.
12. Discuss the steps involved in the selection of sales force.
13. As a sales manager, how do you design a sales training programme? Explain.
14. Explain different closing techniques available to sales persons in personal selling process.
15. Explain the role of transportation and inventory management in the distribution channels.