REV-01
BBA/02/07

2025/11

BACHELOR OF BUSINESS ADMIN. [HONOURS]
SEVENTH SEMESTER
SALES AND DISTRIBUTION MANAGEMENT
BBA – 703
[USE OMR SHEET FOR OBJECTIVE PART]

SET A

Duration: 3 hrs. **Full Marks: 70**

Objective

Time: 30 mins. **Marks: 20**

Choose the correct answer from the following: ***1×20=20***

1. The core objective of sales management is to:
   a. Increase the number of products
   b. Maximize sales revenue and customer satisfaction
   c. Minimize sales staff
   d. Reduce marketing budget

2. Which of the following is a qualitative sales objective?
   a. Increase sales by 10%
   b. Improve customer relationships
   c. Sell 2,000 units per month
   d. Achieve ₹10 lakh revenue

3. A channel of distribution refers to:
   a. Only wholesalers and retailers
   b. The transportation mode used
   c. Advertising network
   d. The route through which ownership of goods passes to consumers

4. Sales management acts as a link between:
   a. Production and finance
   b. Marketing and customers
   c. Human resources and R&D
   d. Marketing and advertising

5. Sales objectives are generally set to achieve:
   a. Only promotional goals
   b. Only profit maximization
   c. Long-term market share and revenue targets
   d. Inventory reduction

6. Sales management differs from personal selling as it involves:
   a. Managing the overall sales process and team
   b. Only one-on-one selling
   c. Only pre-sales promotions
   d. Managing advertisements

7. Distribution management primarily deals with:
   a. Employee training
   b. Product designing
   c. Movement of goods from producer to consumer
   d. Brand promotion

8. Sales performance evaluation helps in:
   a. Identifying training needs and rewarding performance
   b. Increasing sales force turnover
   c. Replacing experienced employees
   d. Setting advertising budgets

9. Coordination between sales and distribution ensures:
   a. Overlapping of functions
   b. Efficient order fulfillment and customer satisfaction
   c. Increased competition among departments
   d. Reduced accountability

10. Agents differ from wholesalers because they:
   a. Take ownership of goods
   b. Sell directly to consumers
   c. Do not take title but facilitate sales on behalf of others
   d. Operate only in retail markets

11. A push strategy in sales focuses on:
   a. Motivating intermediaries to sell the product
   b. Creating consumer demand through advertising
   c. Ignoring retailer incentives
   d. Selling directly to consumers only

12. A sales quota represents:
   a. A minimum profit level
   b. A limit on production
   c. A company's marketing budget
   d. A target level of sales performance for an individual or territory

13. A sales budget is:
   a. A plan for sales personnel recruitment
   b. A control mechanism for distribution channels
   c. An estimate of expected sales revenue and expenses
   d. A tax compliance report

14. Recruitment of sales personnel involves:
   a. Selecting intermediaries
   b. Setting pricing objectives
   c. Designing the channel layout
   d. Attracting and hiring suitable candidates for the sales force

15. Wholesalers perform which key function?
   a. Breaking bulk and providing storage
   b. Producing goods
   c. Retailing products online
   d. Designing advertisements

16. Sales training aims to:
   a. Enhance product knowledge and selling skills
   b. Increase production efficiency
   c. Replace experienced managers
   d. Reduce marketing expenses

17. The main objective of warehousing is to:
    a. Increase competition
    b. Ensure continuous supply and manage seasonal demand
    c. Reduce product variety
    d. Cut sales commission

18. Sales audit and control techniques primarily help to:
    a. Increase product prices
    b. Reduce promotional activities
    c. Assess effectiveness of sales strategies and systems
    d. Manage payrolls

19. Distribution logistics involves management of:
    a. Human resources and payroll
    b. Product flow through transportation, warehousing, and inventory
    c. Advertising and promotions
    d. Recruitment and training

20. Appraisal of the sales force is used to:
    a. Evaluate performance and identify improvement areas
    b. Decide product features
    c. Determine ad campaign budgets
    d. Finalize product packaging

-- --- --

Descriptive

Time : 2 Hr. 30 Mins. **Marks : 50**

[Answer question no.1 & any four (4) from the rest]

1. a) Define sales management. 2+8=10
   b) Explain its role and importance in the overall marketing function of an organization.

2. a) Describe various sales performance evaluation methods. 8+2=10
   b) How can organizations use these evaluations to improve productivity and morale of the sales force?

3. a) Briefly explain the importance of coordination between sales and distribution functions in achieving organizational goals. 6+4=10
   b) How do transportation, warehousing, and inventory management contribute to effective distribution?

4. Explain the process of recruiting and selecting sales personnel. What qualities should a good salesperson possess? 6+4=10

5. a) What is a sales audit? Outline the major steps involved in conducting a sales audit. 2+5+3=10
   b) State the objectives of sales budgeting.

6. a) Discuss the training and development process of a sales team. 5+2+3=10
   b) What are sales quotas? Describe its significance in motivating and evaluating the sales force.

7. Compare and contrast the roles of wholesalers, retailers, and agents in the distribution channel. Illustrate with examples. 10

8. Analyze the impact of emerging distribution models such as E-commerce, Omni-channel, and Direct-to-Consumer (D2C) on traditional distribution systems. 10

= = *** = =