



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

FOURTH SEMESTER – APRIL 2022

UBU 4601 – SALES AND DISTRIBUTION MANAGEMENT

Date: 23-06-2022

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

PART – A

Q. No Answer ALL questions

(10 x 2 = 20 Marks)

- 1 What are the different types of purchase orders?
- 2 List out the key aspects of Sales Management.
- 3 State the methods of quantitative methods of forecasting.
- 4 Recall the term Percentage of Sales Method.
- 5 What is a Job Specification?
- 6 What do you mean by the term Average cost per call?
- 7 Distinguish Grading and Packing.
- 8 Which is a Selective Distribution?
- 9 What is a Channel Power?
- 10 Who are called as Channel Partners?

PART – B

Answer any FOUR questions

(4 x 10 = 40 Marks)

- 11 List out and explain the different sales tactics which are used by a sales person.
- 12 Discuss the importance of preparing sales budget.
- 13 What is the procedure to be followed for designing Sales Territories?
- 14 Elaborate in detail about the different types of compensation plans available to salesperson. How to design an effective compensation plan?
- 15 Discuss the various steps involved in hiring process of sales force.
- 16 How do you evaluate the channel members? Explain.
- 17 Elucidate the different types of marketing channels used in distribution.

PART – C

Answer any TWO questions

(2 x 20 = 40 Marks)

- 18 Describe the Nature and Importance of Sales Management.
- 19 Explicate the different types of Sales Organisation structure.
- 20 What do you mean by the term sales quotas? Why there is a need for setting quotas? Discuss the methods of setting quotas.
- 21 Give a detailed description about the selection process of channel partners and the factors influencing channel selection.
