



LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

FOURTH SEMESTER – APRIL 2025

UBU 4601 – SALES AND DISTRIBUTION MANAGEMENT



Date: 08-05-2025

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 PM

SECTION A - K1 (CO1)

Answer ALL the Questions

(10 x 1 = 10)

1. Definition:

- a) Selling Process
- b) Sales Budget
- c) Sales Force Audit
- d) Wholesaler
- e) Channel Power

2. True or False:

- a) The selling concept by which buyers and sellers come in direct contact is personal selling.
- b) Sales budgeting helps in discovering new marketing opportunities.
- c) Does Maslow's hierarchy needs theory includes relatedness.
- d) Distributors now play the role of gatekeeper for the consumers acting as buying agents and choosing what products consumer sees.
- e) Exclusive distribution is a distribution system that involves territorial protection for authorized dealers.

SECTION A - K2 (CO1)

Answer ALL the Questions

(10 x 1 = 10)

3. Fill in the blanks:

- a) SMART is an acronym for ----- goals.
- b) SNAP is an acronym for ----- selling.
- c) According to Frederick Herzberg, ----- are elements associated with conditions surrounding the job.
- d) A ----- is a set of interdependent organizations that help a product or service available for use or consumption by the consumer or business user.
- e) ----- power is where a manufacturer threatens to terminate the relationship with other channel partners or withdraw the resources deployed with them.

4. MCQ:

- a) Searching and identifying potential buyers for a product is:
A. Selling B. Prospecting C. Compelling D. Canvasing
- b) Which among the following is an example of Trade Promotion?
A. Coupons B. -Samples C. Push Money D. None of the above
- c) Fringe benefit, variable amount, fixed amount, expenses are the part of ----- in sales force management.
A. Recruiting B. Training C. Supervising D. Compensating
- d) The benefits of Marketing Channels are:
A. Cost Saving B. Time Saving C. Financial Support given D. All of the above
- e) Multi-channels or hybrid channels are popular in business today where firms use ----- or more marketing channels to reach consumer segments.
A. Five B. Three C. Four D. Two

SECTION B - K3 (CO2)**Answer any TWO of the following in 100 words each.****(2 x 10 = 20)**

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|----|--|
| 5. | Identify the emerging trends in Sales Management. |
| 6. | Sketch the procedure for designing Sales Territories. |
| 7. | Prepare a method for the selection of Sales Force. |
| 8. | Classify the ways to find and recruit Channel Partner. |

SECTION C – K4 (CO3)**Answer any TWO of the following in 100 words each.****(2 x 10 = 20)**

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|-----|--|
| 9. | Explain the Buying Decision Process for Consumers. |
| 10. | Devise the methods of setting Sales Quotas. |
| 11. | Point out the functions of Wholesalers. |
| 12. | Interpret the causes and consequences of Channel Conflict. |

SECTION D – K5 (CO4)**Answer any ONE of the following in 250 words****(1 x 20 = 20)**

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| 13. | Summarize the steps in the Personal Selling Process. |
| 14. | Compile the different methods of Forecasting. |

SECTION E – K6 (CO5)**Answer any ONE of the following in 250 words****(1 x 20 = 20)**

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| 15. | Elaborate the sales management strategies that will lead the sales team to success. |
| 16. | Evaluate the factors influencing Channel Selection. |

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