

Roll No:

HI-TECH INSTITUTE OF ENGINEERING & TECHNOLOGY

DEPARTMENT OF BCA

Course- BBA

(SEM - 2) EVEN SEMESTER MODEL TEST PAPER 1

SUBJECT –SALES AND DISTRIBUTION MANAGEMENT

Subject Code: BBA-404

TIME : 3 hrs

Maximum Marks:75

Note: Attempt all the sections as per instructions.

SECTION A

Note: Attempt all questions.

3*5=15

1. What is the main objective of sales management?
2. Define Functional Organization.
3. Write the skills of the effective salesmanship.
4. What is the need of distribution network management?
5. What is sales compensation?

SECTION B

Note: Attempt any two questions.

7.5*2=15

1. What is sales display and forms of sales display?
2. What is physical distribution system and benefit of it?
3. Briefly explain the difference between Recruitment & Selection.

SECTION C

Note: Attempt any three questions.

15*3=45

4. What are the requirements of a good sales compensation plan?
5. Discuss the type of marketing channel.
6. Explain the steps involve in designing a sales organisation.
7. Explain any two theories of personal selling in detail.
8. Elaborate the functions of Sales Executive.