



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

FOURTH SEMESTER – APRIL 2023

UBU 4601 – SALES AND DISTRIBUTION MANAGEMENT

Date: 06-05-2023

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

SECTION A - K1 (CO1)

Answer ALL the Questions

(10 x 1 = 10)

1. Definitions

a) Sales Management.

b) Sales Budgets.

c) Sales Force Staffing.

d) Wholesaler.

e) Channel Power.

2. Fill in the blanks

a) Even prior to the introduction of money, people used to exchange goods in order to fulfil the needs, which is known as the _____

b) _____ is the geographical area a sales person is assigned.

c) _____ is a financial plan depicting how resources should best be allocated to achieve the forecasted sales.

d) In distribution Management, HMS stands for _____

e) Most producers use _____ to bring their products to market or end users.

SECTION A - K2 (CO1)

Answer ALL the Questions

(10 x 1 = 10)

3. Match the following

a) Decoy Effect – Marketing Metrics

b) Inventory Control – Market Based Structure

c) Customer Life Time Value – Departmental Store

d) Customer Sales Force Structure – Psychological Approach

e) Big Bazaar – Short Term Forecasting

4. True or False

a) The most important objective of Personal Selling is to convince customers to make a purchase.

b) Recruitment procedure involves Training.

c) AIDAS – Attention, Interest, Desire, Action and Satisfaction.

d) Apprenticeship is a combination of on-the job training and off-the-job learning.

e) Hybrid Channel is a Multichannel distribution system in which a single firm sets up two or more marketing channels.

SECTION B - K3 (CO2)

**Answer any TWO of the following in 100 words
20)**

(2 x 10 =

5. Organize the steps in Buyer Decision Process of Consumers & Business Buyers.

6. Describe the Benefits & Drawbacks of sales promotions.

7. Illustrate the Types of Sales Organizational Structures.

8. Sketch out the impact of Channel Design & Planning Process in the Distribution System.

SECTION C – K4 (CO3)

**Answer any TWO of the following in 100 words
20)**

(2 x 10 =

9. Classify the Methods of setting Sales Quota.
10. Demonstrate the effectiveness of Methods in Determining Sales Force Size.
11. Analyze the process of Selecting a Mix of Motivational Tools for a group of Sales Executives.
12. Break Down the role of Retailers as Strategic Salesmen with examples.

SECTION D – K5 (CO4)

**Answer any ONE of the following in 250 words
20)**

(1 x 20 =

13. Recommend optimum Strategies and Tactics for Sales Managers to achieve Sales objectives.
14. Construct the uses of the following Marketing Metrics in real marketing situations.
A) ROI B) CPA C) ROAS D) CLV E) Customer Retention Rate

SECTION E – K6 (CO5)

**Answer any ONE of the following in 250 words
20)**

(1 x 20 =

15. Bliss Pvt Lmt is a new retail store launched with Five branches. Bliss Lmt deals with Modern Furniture.

Design the following requirements for the Sales Force of the retail outlets
 - a) Sales Force Size using the appropriate Sizing method
 - b) Staffing Process with every step of the process explained
 - c) Training process with the methods
 - d) Compensation Plan
16. Justify the Classification of Wholesalers based on their functions and nature.

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