

**Roll No.**

**Total No. of Pages : 02**

**Total No. of Questions : 09**

**BBA (SIM) (Sem.-5)**

## SALES, DISTRIBUTION AND SUPPLY CHAIN MANAGEMENT

**Subject Code : BBASM-503-18**

**M.Code : 78190**

**Date of Examination : 16-12-2022**

**Time : 3 Hrs.**

**Max. Marks : 60**

**INSTRUCTIONS TO CANDIDATES :**

1. **SECTION-A is COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. **SECTIONS-B** consists of **FOUR** Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains **TWO** questions each, carrying **TEN** marks each.
4. Student has to attempt any **ONE** question from each Sub-section.

## SECTION-A

**1) Write briefly :**

- a) What is the importance of studying sales management?
- b) How the sales related policies are decided?
- c) What is the role of leadership in sales management?
- d) How the sales force is motivated?
- e) How the sales personnel are recruited?
- f) How the sales territories are aligned?
- g) How domestic logistics challenges are overcome?
- h) What is hybrid distribution channel management?
- i) What do you understand by data warehousing and data mining?
- j) What is supply chain management?

## **SECTION-B**

### **UNIT-I**

- 2) How the personal selling strategy is made and implemented?
- 3) Write a detailed note on sales department relationship.

### **UNIT-II**

- 4) Write a detailed note on selection and training of sales personnel.
- 5) How the sales budget and sales territories are decided?

### **UNIT-III**

- 6) Explain the process of logistics management. Why communication is important for logistics?
- 7) What are the various ethical and social issues in the sales and distribution management?

### **UNIT-IV**

- 8) What are the objectives of supply chain management? Explain the advantages of supply chain integration.
- 9) What are the various methods of forecasting and partnering in supply chain? What is role of IT in SCM?

**NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.**