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Total No. of Pages : 02

Total No. of Questions : 18

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

**SALES, DISTRIBUTION AND SUPPLY CHAIN MANAGEMENT**

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

**M.Code : 78190**

**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**

**Answer briefly :**

- 1) Discuss importance of sales management function.
- 2) What are the methods for compensating sales team?
- 3) Meaning and importance of Logistics Management.
- 4) Meaning and importance of Personal Selling.
- 5) Role of IT in Supply Chain Management.
- 6) What are the benefits of sales territory alignment?
- 7) a) Write a short note on Sales Force Motivation.  
b) What is sales forecasting?
- 8) a) Define Data mining and warehousing.  
b) Importance of personal selling.
- 9) Define the purpose of sales budget.
- 10) What is supply chain integration?

## **SECTION-B**

### **UNIT-I**

- 11) What do you understand by sales organization? Write a note on roles and structure of sales force.
- 12) What are the objectives Personal Selling? Also explain the activities involved in the selling process.

### **UNIT-II**

- 13) What are sales territory and the purpose of defining them? Explain the process of designing sales territory in detail.
- 14) Explain the process of recruitment and selection of sales force in detail.

### **UNIT-III**

- 15) What is global logistics? Discuss the issues and challenges of global supply chain management.
- 16) a) What is the significance of Supply chain integration? Explain the Cost & benefits associated with Supply Chain Integration.  
b) Explain the process of logistic management? What are the challenges associated with it?  
c) What are distribution channels and their importance for an organisation? What are the factors considered in designing distribution channels?

### **UNIT-IV**

- 17) What is the significance of Supply chain integration? Explain the Cost & benefits associated with Supply Chain Integration.
- 18) Write a note on Forecasting and Partnering in supply chain.

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