

**5 MJ 20112 A**

FOUR YEAR B.B.A. (Honours) DEGREE EXAMINATION,  
NOVEMBER/DECEMBER 2025

FIFTH SEMESTER

B.B.A – Major

COURSE 12 : SALES AND DISTRIBUTION MANAGEMENT

(w.e.f. 2023 – 24 Regulations)

Time : Three hours

Maximum : 70 marks

(No additional sheet will be supplied)

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SECTION A — (5 × 4 = 20 marks)

Answer any FIVE of the following.

1. What are the objectives of Sales Management?
2. Write any two functions of Sales Management.
3. What is a Sales Budget?
4. What are the emerging trends in Sales Management?
5. What is a Sales Quota?
6. Define Sales Control.
7. What are the sources of recruiting salesmen?
8. Define Sales Force Control.
9. What do you mean by Green Channels?
10. Explain the concept of Omni Channel Management.

SECTION B — (5 × 10 = 50 marks)

Answer any ONE question from each unit.

11. What is personal selling? Explain the features of personal selling.  
Or
12. What is Organisation of sales? Explain different types of sales organization.
13. Explain the concept of sales territories. How it is useful in sales management?  
Or
14. What is Sales Forecasting? Describe the methods of sales forecasting.

15. What do you mean by Sales Quotas? Explain the various methods of setting sales quotas.

Or

16. Define Sales budget. Explain objectives and principles of sales budget.

17. What is the 80-20 principle? Explain how it applies to sales performance evaluation.

Or

18. Discuss the advantages and disadvantages of straight salary compensation plan.

19. Describe the various levels of distribution channels. What are the common conflicts that occur among channel members, and how can such conflicts be effectively managed?

Or

20. Explain the new trends in distribution channel management.

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