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The Assam Royal Global University, Guwahati

Royal School of Business (RSB)

BBA 3rd semester (2019 & 2020 Batch)

Semester End Examination, January 2023

Course Title: Sales and Distribution Management

Course Code: BSA032C302

Time: 3 Hours

Maximum Marks: 70

Note: Attempt all questions as per instructions given.

The figures in the right-hand margin indicate marks.

Section – A

1. Attempt all the questions

2 X 8

- a. What is the major difference between build-up method and break down method of designing sales territories?
- b. What are the common routing patterns used for managing territorial coverage?
- c. What are the eight steps of selling process?
- d. What are the different approach for sales presentation?
- e. What do you mean by social selling?
- f. How sales volume quota is different from gross margin quotas?
- g. What is the difference between line and line and staff sales organization?
- h. What is the difference between C&FA's and C&SA's?

Section - B

2. Attempt any two questions

7 X 2

- a. Why is sales career considered exciting, challenging and a route to the top position in an organization?
- b. Assume that you are a national sales manager. You will be opening a new branch for which you intend to promote one of the existing salesperson as a branch sales manager. What would be the criteria or qualities you look for in selecting a person for the position of branch sales manager?
- c. Need-satisfaction method of sales presentation is effective with the use of FAB approach. Identify a feature, an advantage and a benefit for an MBA program assuming you are going to make sales presentation in front of the top management.

3. Attempt any two questions

7 X 2

- a. Explain the difference between a marketing strategy and a sales strategy. Describe the components of a sales strategy.
- b. Elaborate the types of sales forecasting methods. Provide example for the same.
- c. How has marketing and sales evolved over the years? Relate with real life example.

4. Attempt any two questions

7 X 2

- a. What are the different sales training techniques? Mention the different steps of sales training.
- b. What strategies can a sales manager take to motivate sales team ? Elaborate.
- c. What are the major stages in the sales force staffing process? Which activity or part does sales manager consider as the most difficult in the entire staffing process and why?.

5. Attempt any two questions

6 X 2

- a. How does distribution add value to the marketing effort?
- b. Enumerate the various methods used to resolve conflicts.
- c. How does a company decide on the number of intermediaries required in its channel network?