

BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(MID SEMESTER EXAMINATION SP/2024)

CLASS: BBA
BRANCH: MANAGEMENT

SEMESTER : IV
SESSION : SP/2024

SUBJECT: MT211 SALES & DISTRIBUTION MANAGEMENT

TIME: 02 Hours

FULL MARKS: 25

INSTRUCTIONS:

1. The question paper contains 5 questions each of 5 marks and total 25 marks.
 2. Attempt all questions.
 3. The missing data, if any, may be assumed suitably.
 4. Tables/Data handbook/Graph paper etc., if applicable, will be supplied to the candidates
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Q.1(a)	What do you understand by physical distribution? Outline its importance.	[2]	1 2
Q.1(b)	Design a distribution channel for a FMCG company operating in India. Justify your choice.	[3]	1 6
Q.2(a)	What are the functions performed by distribution channels.	[2]	1 2
Q.2(b)	Discuss the steps involved in designing a distribution channel.	[3]	1 2
Q.3(a)	Elaborate the benefits of warehousing	[2]	2 2
Q.3(b)	Discuss the factors which affect warehousing decisions.	[3]	2 2
Q.4(a)	Compare rail and road modes of transportation.	[2]	2 3
Q.4(b)	Discuss the important tasks involved in transportation management.	[3]	2 2
Q.5(a)	What is Sales Management? Outline its importance.	[2]	3 2
Q.5(b)	Briefly discuss the objectives of sales management.	[3]	3 2

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