

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(END SEMESTER EXAMINATION)**

**CLASS: BBA
BRANCH: MANAGEMENT**

**SEMESTER : IV
SESSION : SP/2025**

SUBJECT: MN209 SALES AND DISTRIBUTION MANAGEMENT

TIME: 3 Hours

FULL MARKS: 50

INSTRUCTIONS:

1. The question paper contains 5 questions each of 10 marks and total 50 marks.
 2. Attempt all questions.
 3. The missing data, if any, may be assumed suitably.
 4. Before attempting the question paper, be sure that you have got the correct question paper.
 5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.
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		CO	BL
Q.1(a)	“Demographics decide the Indian distribution pattern”. Discuss with a suitable example	[5] 1	3
Q.1(b)	Identify and discuss the factors affecting the selection of distribution channel.	[5] 1	2
Q.2(a)	Discuss the various factors affecting choice of a warehouse	[5] 2	2
Q.2(b)	Discuss the various factors influence the inventory control	[5] 2	2
Q.3(a)	What are the key decision areas in sales management	[5] 3	1
Q.3(b)	Discuss the various steps involved in selling process	[5] 3	1
Q.4(a)	How do quotas motivates the salesman? Describe the needs and importance of quotas	[5] 4	3
Q.4(b)	What is role of territory manager to stream line the sales of an organisation	[5] 4	1
Q.5(a)	What is performance appraisal? Why is it difficult to evaluate sales people in organisation	[5] 5	2
Q.5(b)	What are the various criteria used for performance evaluation of sales people	[5] 5	2

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