

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(MID SEMESTER EXAMINATION SP/2025)**

**CLASS: BBA
BRANCH: MANAGEMENT**

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

SUBJECT: MN209 SALES AND 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 | What mode of distribution channel would you use for a company manufacturing personal computer? Also give justification for your recommendation. | [5] | CO
CO1 | BL
B3 |
| Q.2 | Discuss the steps involved in the designing of a distribution channel for the distribution of dairy product in a city. | [5] | CO1 | B3 |
| Q.3 | What do you mean by inventory control and inventory management discuss with an example. | [5] | CO2 | B2 |
| Q.4 | Discuss the various factors affecting the choice of transport. | [5] | CO2 | B1 |
| Q.5 | Why people are giving importance to relationship selling? What added advantage does it provide to the sales manager. | [5] | CO3 | B2 |

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