17105

BRAINWARE UNIVERSITY

Term End Examination 2025-2026
Programme – BBA-Hons-2023
Course Name – Sales and Distribution Management
Course Code - BBA50204C
(Semester V)

Full Marks : 60 **Time : 2:30 Hours**

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A

(Multiple Choice Type Question) 1 x 15=15

1. *Choose the correct alternative from the following :*

(i) Define Sales Management according to AMA.
a) Planning and execution of market strategy
b) Planning, direction, and control of personal selling
c) Customer service and logistics
d) Advertising and branding

(ii) Describe the relationship strategy.
a) Competes aggressively
b) Avoids customer contact
c) Focuses on partnership
d) Uses indirect comparison

(iii) Select a planning function of a sales executive.
a) Reporting to higher authority
b) Handling customer complaints
c) Setting personal selling goals
d) Sales promotion activities

(iv) Point out a hard selling approach.
a) Listening to customer
b) Providing buying opportunities
c) Pushing product
d) Open for discussion

(v) Choose a technique for effective presentation.
a) Use monotone voice
b) Avoid demonstration
c) Provide physical sample
d) Skip product relevance

(vi) List one quality of a successful salesperson.
a) Passive listener
b) Sincere and informed
c) Slow thinker
d) Non-persistent

(vii) Select the acronym represented by AIDAS.
a) Attention, Interest, Decision, Action, Satisfaction
b) Attention, Information, Desire, Act, Sales
c) Attention, Interest, Desire, Action, Satisfaction
d) Attract, Interest, Decision, Approach, Sale

(viii) Choose the correct example of an integrated strategy.

a) Combination of sales and distribution strategies
b) Comparing brands
c) Selling in a region
d) Product line selling

(ix) Locate the step where a salesperson identifies new clients.

a) Pre-approach
b) Follow-up
c) Prospecting
d) Closing

(x) Identify the skill to be improved using a voice recorder.

a) Strategy planning
b) Closing skill
c) Product knowledge
d) Voice modulation

(xi) Determine the sales presentation feature that keeps customer engaged.

a) Long speeches
b) Repetition
c) Energy and enthusiasm
d) Complex language

(xii) Identify the correct term for 'selling attitude with mutual benefit'.

a) Client strategy
b) Double-win strategy
c) Direct strategy
d) Hard selling

(xiii) Choose the analysis method identifying best sales opportunities.

a) Budgeting
b) Opportunity analysis
c) Causal forecasting
d) Panel method

(xiv) Choose a factor influencing sales quota setting.

a) Product packaging
b) Compensation rules
c) Salesperson birthday
d) Quota approval delay

(xv) Choose a guideline for effective territory design.

a) Overlapping zones
b) Ignoring workload
c) Equal potential
d) Cross-region assignment

Group-B

(Short Answer Type Questions) 3 x 5=15

2. List the key roles of a sales manager. (3)
3. Illustrate the AIDAS model. (3)
4. Identify the main function of a sales quota. (3)
5. Demonstrate the break-down method of territory design. (3)
6. Analyze the effect of hybrid channels on buyer satisfaction. (3)

OR

Analyze how CRM systems improve coordination in distribution. (3)

Group-C

(Long Answer Type Questions) 5 x 6=30

7. Define personal selling and explain its significance in sales management. (5)
8. Illustrate the steps in sales territory design with examples. (5)
9. Apply the build-up method in designing a sales territory for a consumer goods company. (5)
10. Analyze the performance of intensive and exclusive distribution for FMCG and luxury products. (5)
11. Evaluate the strategic importance of selecting the right distribution partner. (5)
12. Evaluate selective distribution for consumer electronics brands. (5)

OR

Justify the use of franchising as a distribution strategy for expansion. (5)

****