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BRAINWARE UNIVERSITY

Term End Examination 2025-2026

Programme – BBA(DM)-Hons-2023

Course Name – Sales and Distribution Management

Course Code - BBD60118

(Semester VI)

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) Describe the key focus of modern sales management
 - a) Maximizing production
 - b) Reducing selling costs
 - c) Building long-term customer relationships
 - d) Increasing inventory turnover
- (ii) Identify which activity is part of personal selling.
 - a) Mass advertising
 - b) Direct customer interaction
 - c) Online promotion
 - d) Public relations
- (iii) Differentiate between personal selling and advertising based on interaction.
 - a) Both are impersonal
 - b) Personal selling is interactive
 - c) Advertising is interactive
 - d) Both involve negotiation
- (iv) Explain the role of a sales manager in motivating salespeople.
 - a) Punishment
 - b) Incentives and leadership
 - c) Job rotation
 - d) Downsizing
- (v) Apply the concept of sales planning to achieve targets.
 - a) Random selling
 - b) Forecast-based selling
 - c) Intuitive selling
 - d) Passive selling
- (vi) Apply the concept of need-based selling.
 - a) Push product features
 - b) Match product to customer needs
 - c) Offer discounts only
 - d) Focus on volume
- (vii) Apply selling skills to close a sale effectively.
 - a) Avoid decision
 - b) Delay response
 - c) Summarize benefits and ask for order
 - d) Withdraw offer
- (viii) Explain why commission plans suit aggressive selling situations.
 - a) They reduce effort
 - b) They link pay with performance
 - c) They increase fixed cost
 - d) They limit incentives
- (ix) Apply the suitable training method for skill practice.

- a) Lecture
- c) Conference
- (x) Apply a training need when a new product is launched.
 - a) Motivation
 - c) Territory redesign
- (xi) Apply sales force control through an appropriate method.
 - a) Advertising
 - c) Product design
- (xii) Identify the document that estimates future sales levels.
 - a) Sales budget
 - c) Sales forecast
- (xiii) Identify the key objective of sales territory management.
 - a) Minimizing selling effort
 - c) Reducing product cost
- (xiv) Identify the most common basis for setting sales quotas.
 - a) Past performance
 - c) Production capacity
- (xv) Choose the non-financial motivator most suitable for improving long-term commitment of sales personnel.
 - a) Salary increase
 - c) Recognition and awards
- b) Role play
- d) Reading manuals
- b) Product knowledge training
- d) Compensation revision
- b) Sales reports
- d) Promotion
- b) Sales quota
- d) Sales report
- b) Maximizing market coverage
- d) Increasing advertising
- b) Personal preference
- d) Promotion budget
- b) Sales commission
- d) Bonus

Group-B

(Short Answer Type Questions)

3 x 5=15

- 2. Define sales management. (3)
- 3. Explain any three essential selling skills required by a salesperson. (3)
- 4. Differentiate between salesmanship and personal selling. (3)
- 5. Show how customer-oriented channel design can improve service levels. (3)
- 6. Analyze the impact of logistics efficiency on customer satisfaction. (3)

OR

- Compare traditional logistics systems with integrated SCM systems. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

- 7. Explain the role of sales training in improving sales performance. (5)
- 8. Analyze how motivation techniques influence sales force productivity. (5)
- 9. Analyze the relationship between compensation fairness and salesperson retention. (5)
- 10. Explain the concept of relationship selling. (5)
- 11. Explain the role of sales budget as a control tool in sales management. (5)
- 12. Evaluate the effectiveness of different transportation modes in meeting logistics objectives. (5)

OR

- Appraise the role of logistics and supply chain management in supporting customer value creation. (5)
