

2026

BUSINESS ADMINISTRATION — HONOURS

Paper : BBAA-602-CC-14/M

(Sales and Distribution Management)

Full Marks : 75

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

Group - A

1. Answer **any ten** questions :

2×10

- (a) What are the different types of sales career?
- (b) Mention two functions of a sales manager.
- (c) Mention any two relationship between sales and marketing.
- (d) Mention two objectives of quota setting.
- (e) State two consequences of unethical sales practice.
- (f) What is sales audit?
- (g) Mention two techniques of motivating sales force.
- (h) What is CRM?
- (i) Mention two barriers in personal selling.
- (j) Define zero level channel.
- (k) Mention two functions of wholeseller.
- (l) Define channel function.
- (m) Define any two sales performance metrics.
- (n) What is 'Conflict Resolution'?
- (o) What is direct selling?
- (p) Define Sales Forecasting.

Group - B

2. Answer **any five** questions :

5×5

- (a) Discuss the legal aspects involved in sales management.
- (b) Explain how sales management contributes to organizational growth.

Please Turn Over

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- (c) Explain the concept of sales force specialization.
- (d) Distinguish between retailing and wholeselling.
- (e) Discuss financial and non-financial incentives for sales personnel.
- (f) Write a short note on 'supply chain management'.
- (g) Discuss different methods of sales training.
- (h) Discuss the qualities of a successful salesperson.

Group - C

Answer **any three** questions.

10×3

- 3. Explain the objectives, functions and significance of sales management.
 - 4. Define sales forecasting and discuss different methods of sales forecasting.
 - 5. Discuss the relationship between training, motivation and sales performance.
 - 6. Explain the concept of marketing channels and discuss their importance in business organizations.
 - 7. Discuss different types of sales budgets used in organizations.
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