



DR.MPS MEMORIAL COLLEGE
OF BUSINESS STUDIES AGRA,

IMPORTANT QUESTIONS OF BBA VTH SEM JAN 2022

SUBJECT:

SALES AND DISTRIBUTION MANAGEMENT

1. What do you mean by sales management? Discuss the elements and objectives of sales Management?
2. What is a sale Forecasting? Discuss the qualitative and quantitative techniques of forecasting?
3. Discuss the concept of sales Organization. What is the need to have the sales organization in Management?
4. Explain the various types of Sales organizational Structures?
5. What do you mean by Salesmanship? Explain the features and Objectives of Salesmanship?
6. What do you mean by sales Manager? Discuss its importance and quality of an adequate sales Manager?
7. Explain the various objectives of salespersons performance evaluation and also discuss the various criteria of evaluation?
8. Discuss the various steps to lead the sales force?

9. What do you mean by sales quota? Explain the different types of quota?
10. What do you mean by sales Budget? Discuss the purpose and process of sales budget?
11. What is sales territory? Discuss the various factors affecting allocation of sales territory?
12. Explain the factors affecting sales productivity. Also discuss the different strategies to enhance sales productivity?
13. What do you mean by Channel? Explain about the types of Marketing Channels?
14. What are the factors which affects the choices of channel of distribution?
15. Briefly explain the meaning and features of wholeselling also discuss the various roles and functions of wholesalers in distribution channel?
16. What is Transportation Systems Management and Operations (TSMO)?