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UNIVERSITY OF PETROLEUM AND ENERGY STUDIES, DEHRADUN

End Semester Examination – May, 2017

Program/course: BBA (O&G)

Subject: Sales and distribution management

Code : BBDA-104

No. of page/s: 4

Semester – II

Max. Marks : 100

Duration : 3 Hrs

Section A (20 Marks)

Q1. Answer all questions. (4x2.5=10)

1. Define selling.
2. What do you mean by relationship marketing?
3. What do you mean by online selling?
4. Sales recruitment?

Q2. Differentiate between the following: (5x2= 10)

- a) Sales Budget and Sales forecasting
- b) Wholesaler and Retailer.

Section-B (20 Marks)

Q3. Explain in detail the various levels of distribution? (10)

Q4. Explain in detail the Sales information system? (10)

Section-C (30 Marks)

Q5. What do you understand by Sales training? Why sales training is important for the company? (10)

Q6. What do you mean by sales control? Explain in detail the sales control process? (10)

Q7. What do you understand by Sales forecasting? Explain in detail the various methods of sales forecasting? (10)

Section-D (30Marks)

Q8. Explain and differentiate between the vertical marketing system and horizontal marketing system. (15)

Q 9. Explain in detail the personal selling process with examples. Why it is important for a salesman to perform well in all the steps. **(15)**
