

# **ILVA COMMERCE & SCIENCE COLLEGE**

**Internal Examination- 2020-21**

**Class BBA V<sup>th</sup> SEM**

**Subject: Sales & Distribution Management**

**Note: - Attempt All Questions**

Q 1) Explain personal selling process and discuss probing process.

Q 2) Define sales forecasting. Discuss its importance in a marketing organization. Also state its limitations.

Q 3) Design a sales training Programme, also discuss in brief various training methods.

Q 4) What are the factors which influence sales promotions growth?

Q 5) What are the types of distribution channels which are utilized for the following product? Give justification for your answers.

(A) Branded packed Pasteurized Milk. (B) Computer hardware (C)  
Photocopy machine