

**Bharati Vidyapeeth
(Deemed to be University), Pune
School of Distance Education**

Name of the Assignment Setter:		Mr.Yashwant Kumar			
Course:	BBA (CBCS)	Class:	BBA	Semester:	V Semester
Subject:	Sales and Distribution Management				
Q.1)	Attempt ANY ONE of the Following (1000 Words)				(10)
a)	Define sales management. What are the objectives of Sales Management?				
b)	“The Sales budget is the pivot of budgetary control”, discuss the statement and the method of its preparation.				
Q.2)	Attempt ANY TWO of the Following (800 Words)				(12)
a)	Explain merchandising planning and control with the help of suitable examples.				
b)	Describe physical distribution concept. What is Physical Distribution Cycle?				
c)	What are the steps involved in sales forecasting? Explain them briefly.				
d)	What do you mean by Sales Budgeting Process? What are the steps involved in preparing a Sales Budget.				
Q.3)	Write Short Notes on (ANY TWO)				(08)
a)	Sales Quotas and Sales Territories				
b)	Wholesaling				
c)	Sales Force				
d)	Sales Audit				
