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**ENGINEERING & MANAGEMENT EXAMINATIONS, JUNE – 2009**  
**SALES & DISTRIBUTION MANAGEMENT**  
**SEMESTER – 6**



Time : 3 Hours ]

[ Full Marks : 70

**GROUP – A****( Multiple Choice Type Questions )**

1. Choose the correct alternatives for the following : 10 × 1 = 10
- i) Merchant Middleman means
- |                          |                     |                          |
|--------------------------|---------------------|--------------------------|
| a) broker                | b) commission agent |                          |
| c) wholesaler & retailer | d) auctioneer.      | <input type="checkbox"/> |
- ii) Example of chain store is
- |               |                 |                          |
|---------------|-----------------|--------------------------|
| a) Kamalalaya | b) Landmark     |                          |
| c) Bata       | d) Music World. | <input type="checkbox"/> |
- iii) Which of the following is not a part of the duty of Sales Manager ?
- |                                   |                          |
|-----------------------------------|--------------------------|
| a) Planning                       |                          |
| b) Physical distribution          |                          |
| c) Sales promotion                |                          |
| d) Preparing remuneration policy. | <input type="checkbox"/> |
- iv) The first step of the selling process is
- |                |                   |                          |
|----------------|-------------------|--------------------------|
| a) approach    | b) presentation   |                          |
| c) prospecting | d) demonstration. | <input type="checkbox"/> |





ix) Main determinant of sales for FMCG products is

- a) Availability of infrastructure
- b) Govt. Policy
- c) National Economic Forecast
- d) Disposable personal income.



x) The objective of the sales budget is to

- a) increase sales volume
- b) reduce cost of selling
- c) appraise the performance of sales personnel
- d) balance the sales realization with selling expenses through control mechanism.

### GROUP – B

#### ( Short Answer Type Questions )

Answer any *three* of the following questions.

3 × 5 = 15

2. State the characteristics of successful salesman.
3. State the purpose of sales budget.
4. What do you understand by relationship marketing ?
5. Define and explain the term “Franchising”.



## GROUP – C

## ( Long Answer Type Questions )

Answer any *three* of the following questions.



3 × 15 = 45

6. What is 'sales forecasting' ? Discuss different methods of sales forecasting. 15
7. What are the attributes of a good sales quota plan ? Discuss the commonly used methods of sales control. 7 + 8
8. Briefly discuss the personal selling process. How would the sales process differ if the product being sold was
- a) Household insurance ?
- b) Surgical equipment ? 7 + 4 + 4
9. What is the role of marketing intermediaries ? How does distribution play a role in marketing mix ? 8 + 7
10. Briefly discuss the significance of personal selling. How would you meet sales resistance in the following situation ?
- i) A sincere objection raised by customer about the high price of your product.
- ii) An insincere objection relating to shape of the bottle in which your cough syrup is being sold. 7 + 4 + 4

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END