# SALES & DISTRIBUTION MANAGEMENT (SEMESTER - 6)

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2.	Signatu	re of the Officer-in-Charge	Reg. No	•												
		Roll No. of Candidate														
Tin	ne : 3 l	Hours ]										[ Fı	ıll M	larks	s : 70	
<i>IN</i> :	This	ETIONS TO THE CAN Booklet is a Question-cu terned subject commence	m-Answer E	Bookle	t. The l	Bookl	et co	nsist	s of \$	32 pa	ges. ′	The (	quest	ions (	of this	
2.	a)	In <b>Group - A</b> , Question provided <b>against each</b>	ns are of Mu		Choice	ype.	You 1	have	to wr	ite th	e cor	rect o	choice	e in tl	he box	
	b)	For <b>Groups – B</b> & <b>C</b> Sheet'. Questions of <b>G</b> type. Write on both side	roup – B ar	re Sho												
3.		Fill in your Roll No. in the box provided as in your Admit Card before answering the questions.														
4.		the instructions given in		-		_	•		.1							
5.		You should not forget to write the corresponding question numbers while answering.  Do not write your name or put any special mark in the booklet that may disclose your identity, which will														
6.		10t write your name or pu ler you liable to disqualifi														

- 7. Use of Mobile Phone and Programmable Calculator is totally prohibited in the examination hall.
- 8. You should return the booklet to the invigilator at the end of the examination and should not take any page of this booklet with you outside the examination hall, **which will lead to disqualification**.
- 9. Rough work, if necessary is to be done in this booklet only and cross it through.

### No additional sheets are to be used and no loose paper will be provided

# FOR OFFICE USE / EVALUATION ONLY Marks Obtained Group - A Group - B Group - C Question Number Marks Marks Obtained

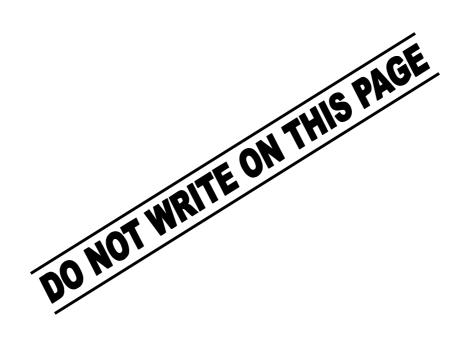
Head-Examiner/Co-Ordinator/Scrutineer

under the relevant rules.

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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.	Cho	Choose the correct alternatives for the following :							
	i)	Mer							
		a)	broker	b)	commission agent				
		c)	wholesaler & retailer	d)	auctioneer.				
	ii)	Exa	mple of chain store is						
		a)	Kamalalaya	b)	Landmark				
		c)	Bata	d)	Music World.				
	iii)	Whi							
		a)	Planning						
		b)	Physical distribution						
		c)	Sales promotion						
		d)	Preparing remuneration policy	у.					
	iv)	iv) The first step of the selling process is							
		a)	approach	b)	presentation				
		c)	prospecting	d)	demonstration.				



v)	The process of estimating what quantities of a product ( or its rupee value ) a								
	company can sell within a specified time, under a given marketing plan and								
	under an assumed set of economic and other forces outside the company, is								
	knov	vn as		As Agenting (If Knowledge Find Excellent)					
	a)	sales organizing	b)	sales forecasting					
	c)	sales planning	d)	sales budgeting.					
vi)	A co	omposition of a group of o	custom	er accounts, industries, a specific					
	geog	raphical area, or a market or a	group	of customers assigned to an individual					
	sales	s person is known as							
	a)	salesmanship	b)	sales planning					
	c)	sales organization	d)	sales territory.					
vii)	A qu	nantitative target assigned to	a sales	s unit ( i.e. a sales person, territory,					
	regio	on, branch office as the case ma	ay be )	covering a particular period of time is					
	knov	vn as							
	a)	sales territory	b)	sales budget					
	c)	sales quota	d)	sales forecasting.					
viii)	The	class of middlemen those who a	act as a	agents of buyers or sellers, as the case					
	may	be, in negotiating the purchas	ses or s	sales, but take neither possession nor					
	acqu	ire title to the goods they facilit	ate sal	es, and lend efforts to bring the buyers					
	and	sellers together, is known as							
	a)	wholesalers	b)	retailers					
	c)	brokers	d)	factors.					



oA (U)/	SEM-0	/ BBRE-0USA / US	$\searrow$
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 c	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	contro

### **GROUP - B**

# (Short Answer Type Questions)

Answer any *three* of the following questions.

 $3 \times 5 = 15$ 

2. State the characteristics of successful salesman.

mechanism.

- 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

 $3 \times 15 = 45$ 

- 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

**END**