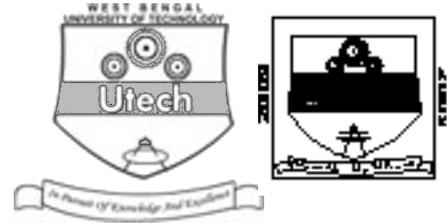


**CS/MBA (SUPPLE)/SEM-3/MM-301/09
SALES & DISTRIBUTION MANAGEMENT (SEMESTER - 3)**



1.
Signature of Invigilator

2.
Signature of the Officer-in-Charge

Reg. No.

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Roll No. of the Candidate

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**CS/MBA (SUPPLE)/SEM-3/MM-301/09
ENGINEERING & MANAGEMENT EXAMINATIONS, JULY – 2009
SALES & DISTRIBUTION MANAGEMENT (SEMESTER - 3)**

Time : 3 Hours]

[Full Marks : 70

INSTRUCTIONS TO THE CANDIDATES :

- This Booklet is a Question-cum-Answer Booklet. The Booklet consists of **32 pages**. The questions of this concerned subject commence from Page No. 3.
- In **Group – A**, Questions are of Multiple Choice type. You have to write the correct choice in the box provided **against each question**.
 - For **Groups – B & C** you have to answer the questions in the space provided marked 'Answer Sheet'. Questions of **Group – B** are Short answer type. Questions of **Group – C** are Long answer type. Write on both sides of the paper.
- Fill in your Roll No. in the box** provided as in your Admit Card before answering the questions.
- Read the instructions given inside carefully before answering.
- 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 render you liable to disqualification. Any candidate found copying will be subject to Disciplinary Action under the relevant rules.
- Use of Mobile Phone and Programmable Calculator is totally prohibited in the examination hall.**
- 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**.
- 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

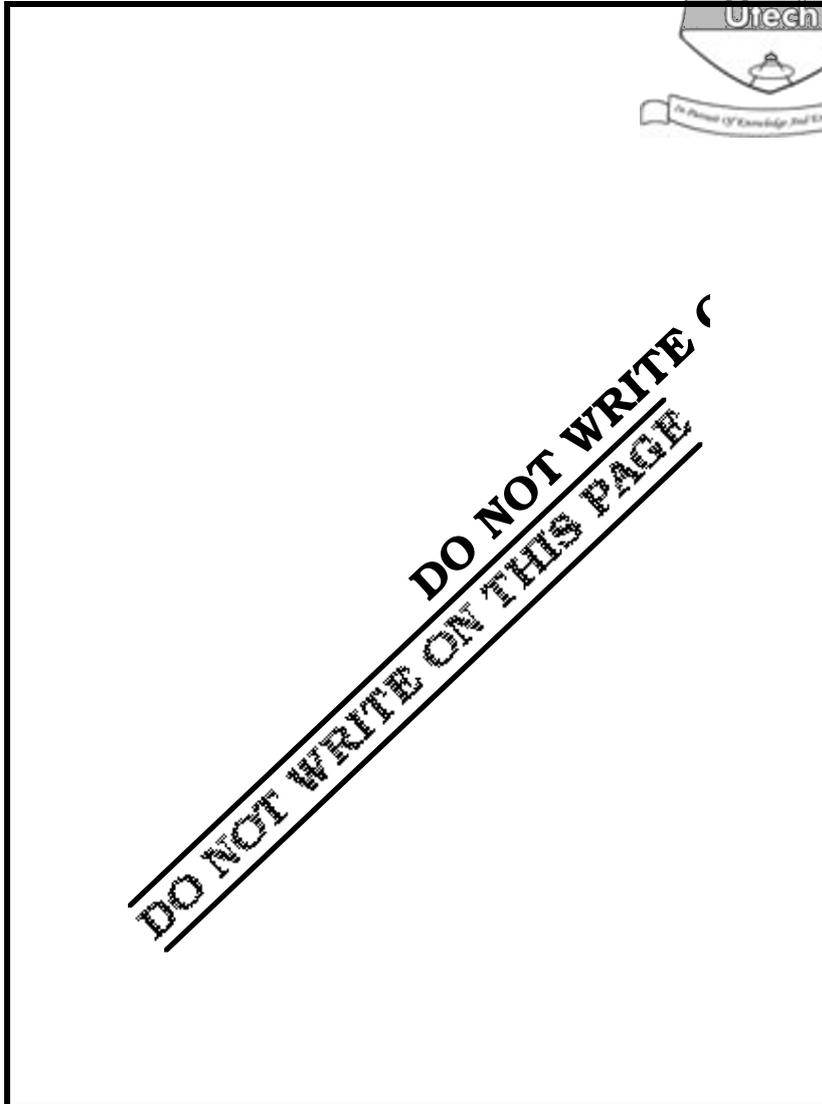
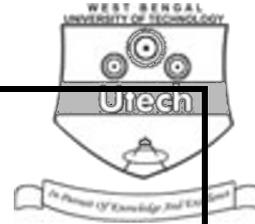
FOR OFFICE USE / EVALUATION ONLY

Marks Obtained

Question Number	Group – A								Group – B				Group – C				Total Marks	Examiner's Signature	
Marks Obtained																			

.....
Head-Examiner/Co-Ordinator/Scrutineer

S-52013 (22/07)





CS/MBA (SUPPLE)/SEM-3/MM-301/09
SALES & DISTRIBUTION MANAGEMENT
SEMESTER - 3



Time : 3 Hours]

[Full Marks : 70

GROUP – A

(Multiple Choice Type Questions)

1. Choose the correct alternatives for the following : 10 × 1 = 10
- i) Main determinant of sales for FMCG products are
- a) availability of infrastructure
 - b) Government policy
 - c) National economic forecast
 - d) disposable personal income.
- ii) The objective of the sales budget is to
- a) increase sales volume
 - b) reduce cost of selling
 - c) performance appraisal of sales persons
 - d) balancing the sales realisation with selling expenses through control mechanism.
- iii) Merchant middleman means
- a) Broker b) Commission Agent
 - c) Wholesaler and Retailer d) Auctioneer.



iv) 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.



v) Which of the following is not a FMCG product ?

- a) Soap
 b) Edible Oil
 c) Washing machine
 d) Sugar.

vi) Crude oil is mostly transported through

- a) Railways
 b) Airways
 c) Waterways
 d) Pipelines.

vii) Major accounts are also referred as

- a) key accounts
 b) Corporate accounts
 c) house accounts
 d) all of these.

viii) Most frequently used training method for sales force is

- a) lectures
 b) on the job
 c) online
 d) demonstration
 e) case study.

ix) The most commonly used method for sales force evaluation is

- a) sales analysis
 b) cost and profitability analysis
 c) productivity analysis
 d) management by objective
 e) BARS
 f) descriptive statements.



x) A retail store selling standard merchandise at low prices and for low margins is known as

- a) Regular
c) Occasional

- b) Consistent
d) Money.



GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following.

3 × 5 = 15

2. What measures a retailer should take to increase footfalls in the store and to ensure stickiness of his customers ?
3. State the importance of 'trial close' phase before closing the sales deal.
4. What do you mean by the term CRM ? How does it concern with Indian Corporate ?
5. What is meant by Sales Presentation ? What are its different types ?
6. Define the term 'FRANCHISING'.
7. What is ACMEE model in Training ?

GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following.

3 × 15 = 45

8. What is Sales Forecast ? What are the different product sales determinants ?
9. What are the different methods of compensation for the sales force ? What do you think is more suitable for FMCG industry ?
10. What do you mean by 'Channels of Distribution' ? What are the different factors determining Channels ?



11. What do you mean by Relationship Marketing ? How is it different from transactional marketing ?
12. Explain stepwise equal-workload approach of territory design you're your own assumed data. State the concepts of 'Routing' and 'Scheduling' with relation to managing better territorial coverage. 8 + 7
13. Give a detailed view of sales analysis and sales profitability analysis with assumed facts and figures. 7 + 8



END