



Name :

Roll No. :

Invigilator's Signature :

**CS/MBA(OLD)/SEM-3FT & 5 PT/MM-301/2010-11
2010-11**

SALES & DISTRIBUTION MANAGEMENT

Time Allotted : 3 Hours

Full Marks : 70

The figures in the margin indicate full marks.

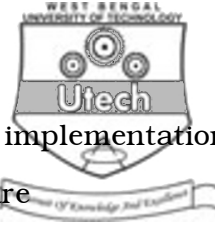
*Candidates are required to give their answers in their own words
as far as practicable.*

GROUP – A

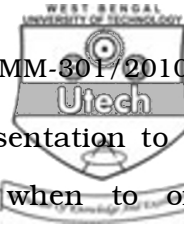
(Multiple Choice Type Questions)

1. Choose the correct alternatives for any *ten* of the following :
10 × 1 = 10

- i) Which of the following is not an example of behavioural measures used to evaluate salespeople ?
 - a) Assessment of salesperson's attitude and attention to customers
 - b) Product knowledge and selling and communication skills
 - c) Appearance and professional demeanour
 - d) None of these.



- ii) The three major tasks involved in the implementation stage of the sales management process are
- a) sales force recruitment and selection, sales force training and sales force motivation and compensation
 - b) developing account management policies, implementing the account management policies, correcting the account management policies
 - c) setting sales objectives, organizing the sales force and developing account management policies
 - d) none of these.
- iii) Which of the following is an example of a behaviourally related sales objective ?
- a) To increase competitive knowledge
 - b) To increase product knowledge
 - c) To improve selling and communication skills
 - d) To provide a higher level of customer service
 - e) All of these.



iv) involves adjusting the presentation to the selling situation, such as knowing when to offer solutions and when to ask for more information.

- a) Suggestive selling
- b) Relationship selling
- c) Adaptive selling
- d) Consultative selling
- e) None of these.

v) The stage of the personal selling process involves the initial meeting between the salesperson and prospect. Its objectives are to gain the prospect's attention, stimulate interest and build the foundation for the sales presentation itself and the basis for a working relationship.

- a) Prospecting
- b) Preapproach
- c) Approach
- d) Close
- e) None of these.



- vi) When American Express Financial Services sends a direct marketing letter to consumers and encloses a reply card so the mail recipient can request more information on financial planning, it is engaging in
- a) cold calling
 - b) warm canvassing
 - c) prospecting
 - d) stock picking
 - e) image advertising.
- vii) Which of the following tasks is typically the responsibility of an order taker ?
- a) Preserving an ongoing relationship with existing customers
 - b) Answering complete questions and solve problems
 - c) Obtaining a purchase commitment
 - d) Qualifying prospective customers
 - e) Soliciting new accounts.
- viii) Partnership selling is also called
- a) relationship selling
 - b) transactional selling
 - c) customer service management
 - d) transformational selling
 - e) enterprise selling.



- ix) is the two-way flow of communication between a buyer and seller, often in a face-to-face encounter, designed to influence a person's or groups purchase decision.
- a) Sales management
 - b) Personal selling
 - c) Sales promotion
 - d) Transformational selling
 - e) Marketing management.
- x) Which of the following statements is/are with regard to Delphi technique used as one of the qualitative methods of sales forecasting ?
- I. In this technique participants are asked to forecast the sales of an organisation.
 - II. The participants are kept apart so that group pressure can be avoided.
 - III. Participants are the executives from the top level management of the company.
 - IV. This method requires that the coordinator be very efficient in compiling the opinions and presenting them accurately to the others.
- a) I alone is true
 - b) II alone is true
 - c) Both I and II are true
 - d) I, II and IV are true
 - e) All are true.



- xi) Once channel members are selected, they have to be constantly evaluated. Which among the following is not a parameter for evaluating distributors ?
- a) The distributors ability to meet sales targets fixed by the company's management
 - b) The distributors annual inventory turnover
 - c) The distributors share of the market in the assigned area
 - d) The distributors ability to carry products of other companies
 - e) The distributors ability to manage sales, finances and inventory properly.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following. $3 \times 5 = 15$

- 2. Salesmanship is an art or a science ? Discuss.
- 3. Write a note on sales quotas.
- 4. What is the role of inventory management in overall distribution ?
- 5. Explain personal selling with necessary elaboration.
- 6. Mention a list of job description for the sales people of a water purifier company.



GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following.

3 × 15 = 45

7. What are the different types of sales organization ? Mention with advantages and disadvantages associated with all types with suitable diagrams. 5 + 10
8. What is sales territory ? Identify the needs of sales territory ? Discuss different shapes of sales territory. 2 + 3 + 10
9. What are the qualitative and quantitative measures for performance evaluation of sales personnel ?
10. What are the criteria for sound compensation plan ? Discuss about the different compensation plan used by the company. Discuss about the fringe benefits given by a company. 5 + 5 + 5
11. Write notes on any *three* of the following : 3 × 5
- a) Objection handling techniques
 - b) ACMEE model
 - c) Functions of logistics management
 - d) Optimum size of sales force
 - e) Relationship marketing.