Name :	
Roll No. :	In America (V Examining and Examined
Invigilator's Signature :	

# CS/MBA (OLD)/SEM-3 (FT) & 5 (PT)/MM-301/2011-12 2011

### SALES AND 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 :

 $10 \times 1 = 10$ 

- A salesperson develops a list of potential customers and evaluates them on the basis of their ability, willingness and authority to purchase. This process is called
  - a) approaching the customer
  - b) prospecting
  - c) closing sales
  - d) pre-approaching.

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- Utech assified as
- ii) Naïve method for sales forecasting is classified
  - a) Quantitative method
  - b) Qualitative method
  - c) Quasi-quantitative method
  - d) none of these.
- iii) The AIDA formula includes attention, interest, desire and
  - a) Arrangement b) Agreement
  - c) Action d) Assistance.
- iv) Sales Budgets consit of estimates of
  - a) sales volume
  - b) selling expenses
  - c) sales administration costs
  - d) both (b) and (c).
- v) Sales Quotas are not suitable in
  - a) buyers' markets b) sellers' markets
  - c) competitive markets d) none of these.
- vi) The main purpose of a sales force audit is
  - a) to study the activities of a sales force
  - b) to understand the problems of a sales force
  - c) to improve the performances of a sales force
  - d) none of these.

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vii)	А	channel partner who	stoc	ks and sells company	
	products without buying them is				
	a)	Retailer	b)	Wholesaler	
	c)	Distributor	d)	C & FA.	
viii)		contractual VMS is ween	a c	onvenient arrangement	
	a)	companies	b)	competitors	
	c)	channel members	d)	customers.	
ix)	Noi	n-store Retailing include	es		
	a)	Door-to-door selling	b)	Vending machines	
	c)	Tele-shopping	d)	All of these.	
x)	AC	MEE Model is used in			
	a)	Recruitment	b)	Training	
	c)	Motivating	d)	Compensating.	
xi)	Am	azon.com is an examp	le of	selling	
	process.				
	a)	Online	b)	Field	
	c)	Tele-shopping	d)	Personal.	

#### **GROUP – B**

## ( Short Answer Type Questions )

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

- 2. Define prospecting. Why is it important for a salesperson ?
- 3. Explain 'Buyer Seller Dyad' in the context of personal selling.

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- 4. Explain the AIDAS theory of Selling ?
- 5. Compare distribution channels with marketing channels.
- 6. Explain the differences between wholesalers and retailers.

## GROUP – C ( Long Answer Type Questions )

Answer any *three* of the following.  $3 \times 15 = 45$ 

7. Define ACMEE Model ? Discuss it with suitable illustration.

5 + 10

- 8. What do you mean by selling process ? What are the different stages of selling process ? Briefly explain the different stages of it ?
  2 + 4 + 9
- 9. What is the importance of Sales Budget ? What is meant by Sales Presentation ? What are its different types ? 5 + 5 + 5
- 10. What are the different sources of Recruitment ? Explain in detail the Selection Process ?5 + 10
- Discuss various approaches to the selection of channels of distribution. Briefly discuss about the major types of retail organizations.

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