



Name :

Roll No. :

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 × 1 = 10

- i) 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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- ii) Naïve method for sales forecasting is classified as
- 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 consist 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.



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 ? $5 + 10$
11. Discuss various approaches to the selection of channels of distribution. Briefly discuss about the major types of retail organizations.

