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Invigilator's Signature :	

# CS/MBA/SEM-3 (FT) & 5 (PT)/MM-301/2012-13 2012

## 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 :

 $10 \times 1 = 10$ 

- i) Intermediaries who buy the basic product from producers and add to it or modify it and then result it to final customers are called
  - a) Wholesaler
  - b) Dealer
  - c) Value-added resellers (VARs)
  - d) C & F agents.

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- ii) Customer call in sales management is linked to the
  - a) Volume quota
  - b) Budget quota
  - c) Sales expenses quota
  - d) Activity quota.
- iii) The objectives of a sales training program typically include
  - a) increased sales produtivity
  - b) lower turnover
  - c) higher moral
  - d) improved customer relations.
- iv) The sequential series of actions undertaken by a salesman to convert a prospect into a customer is termed as

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- a) prospecting
- b) approach
- c) selling process
- d) closing the sale.

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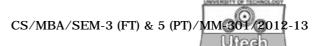


v)	Factors determining the size of sales territories are					
	a)	nature of the product	Assess (S'Executings Feel Execution)			
	<b>b</b> )	population				
	c)	ability of experience of salesperson				
	d)	all of these.				
vi)	Sec	the distributor				
	to covered by him.					
	a)	outlets				
	b)	institutions				
	c)	wholesalers				
	d)	retailers.				
vii)	Whi	ich one of the following is not a	policy on the			
	dist					
	a)	Selective distribution				
	b)	Intensive agency distribution				
	c)	Exclusive agency distribution				
	d)	Mass distribution.				
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viii)	Modern	retail	systems	are	characte	rized by lo	W
	margins,	high i	nventory t	turnov	er and	servi	ce
	levels.						

- a) minimal
- b) maximum
- c) excellent
- d) poor.
- ix) Naive method of sales forecasting is classified as
  - a) Quantitative method
  - b) Qualitative method
  - c) Quasi-quantitative method
  - d) None of these.
- x) Missionary sales people
  - a) Sells product
  - b) Creates awareness about product
  - c) Promotes credentials of organization
  - d) Distributes products.
- xi) Hopscotch is a process of
  - a) sales territory mapping
  - b) sles territory scheduling
  - c) sales territory routing
  - d) sales territory distribution.



- xii) ...... is the estimate of expected sales volume and selling expenses for the company's products and services.
  - a) Sales forecast
- b) Sales quota
- c) Sales budget
- d) Sales objective.

### **GROUP - B**

# (Short Answer Type Questions)

Answer any *three* of the following.

 $3 \times 5 = 15$ 

- 2. State the functions of personal selling.
- 3. What major factors do organizations consider when designing sales territories?
- 4. Explain the factors that influence Sales Forecast.
- 5. Define the term Sales Management Audit.
- 6. Write a short note on franchising.

#### GROUP - C

### (Long Answer Type Questions)

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

- 7. a) What are the qualities required for a Good Salesman?
  - b) Explain the types of salesmen.
  - c) Explain nature and scope of personal selling. 5 + 5 + 5

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- 8. a) Discuss various approaches to the selection of channels of distribution which may be taken by manufacturing concern.
  - b) What performance considerations would you use in the selection of channel structure for a newly introduced brand of frozen vegetables? 10 + 5
- 9. a) What do you mean by sales organization?
  - b) Explain the part played by a sales organization.
  - c) Explain different personnel functions of a sales manager. 5 + 3 + 7

 $3 \times 5$ 

- 10. Discuss any three of the following:
  - a) Sales budget
  - b) Sales quota
  - c) AIDAS theory
  - d) Compensation plan
  - e) EDI and Supply chain.

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- 11. a) What are the primary functions of Sales Force
  Management?
  - b) Explain how each of these functions affect the profitability of a business.
  - c) What do you understand by Sales Force Automation?

5 + 7 + 3

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