



Name :

Roll No. :

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 × 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.



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



- v) Factors determining the size of sales territories are
- a) nature of the product
 - b) population
 - c) ability of experience of salesperson
 - d) all of these.
- vi) Secondary sales, is the sales made by the distributor to covered by him.
- a) outlets
 - b) institutions
 - c) wholesalers
 - d) retailers.
- vii) Which one of the following is not a policy on the distribution intensity ?
- a) Selective distribution
 - b) Intensive agency distribution
 - c) Exclusive agency distribution
 - d) Mass 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 × 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 × 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



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
10. Discuss any *three* of the following : 3 × 5
- a) Sales budget
- b) Sales quota
- c) AIDAS theory
- d) Compensation plan
- e) EDI and Supply chain.



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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