

Name : .....

Roll No. : .....

Invigilator's Signature : .....

**CS/MBA (OLD)/SEM-3 FT & 5 PT/MM-301/2009-10**

**2009**

**SALES & DISTRIBUTION MANAGEMENT**

Time Allotted : 3 Hours

Full Marks : 70

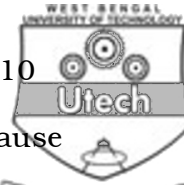
*The figures in the margin indicate full marks.*

*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 of the following :  $10 \times 1 = 10$ 
  - i) A program designed to promote or protect a company's image or its individual product is called
    - a) advertising
    - b) sales promotion
    - c) public relations and publicity
    - d) direct marketing.
  - ii) After closing the sale, the representative should
    - a) give a canned presentation
    - b) qualify the buyer
    - c) follow up
    - d) begin the pre-approach stage.



- iii) Finding good sales people is difficult because
  - a) selling is not perceived to be a prestigious occupation
  - b) compensation for sales people is low
  - c) firms can't afford to hire sales people
  - d) universities are poor at sales training.
- iv) The objectives of a sales training program typically include
  - a) increased sales productivity
  - b) lower turnover
  - c) higher morale
  - d) improved customer relations.
- v) Financial compensation in the form of indirect payment includes
  - a) salary
  - b) commission
  - c) paid vacation
  - d) verbal recognition from the manager
- vi) All of the following are valid objectives of a sound compensation plan, *except*
  - a) to motivate sales people
  - b) to be fair to all members of the sales force
  - c) to ensure proper treatment of customers
  - d) to keep results independent from rewards.



- vii) A strength of a straight salary plan is
- a) it makes representative feel secure
  - b) it provides a direct incentive
  - c) it can easily be revised on a daily basis
  - d) it represents a variable cost to the organization.
- viii) Knowingly lying about the financial stability of a competitor is
- a) unethical
  - b) illegal
  - c) legal
  - d) both (a) & (b).
- ix) In the 21st Century, channels of distribution will typically become
- a) flatter
  - b) more streamlined
  - c) more complex
  - d) both (a) & (b).
- x) Relationship marketing involves all of the following, *except*
- a) empowering employees
  - b) involving the customer in planning process
  - c) increasing the number of suppliers
  - d) working in teams.

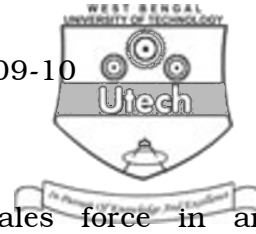
**GROUP – B**

**( Short Answer Type Questions )**

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

2. Discuss the advantages of sales quota.
3. What are the major differences between transactional marketing and relationship marketing ?
4. Examine the importance of sale's training in today's competitive market.

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5. Write a note on territory management.
6. How to determine the size of the sales force in an organization ?

**GROUP – C**

**( Long Answer Type Questions )**

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

7. Describe diagrammatically line and staff function type sale organizations. What are its advantages.  $10 + 5$
8. Why is territory management very important for a professional sales person ? Show diagrammatically three different shapes of territories and their peculiarities.  $10 + 5$
9. What are the basic functions of a channel partner ? What are the basic things to be checked before appointing a good channel partner ?  $5 + 10$
10. What are the different types of sales closing ? Why is timing of sales closing extremely important ?  $10 + 5$
11. Describe in detail the importance of sales budget. Why is budget important control mechanism of sales activities.  $8 + 7$

