

Name :

Roll No. :

Invigilator's Signature :

CS/MBA (NEW)/SEM-3 (FT)/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.

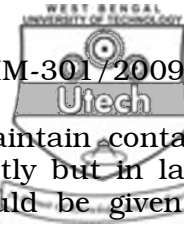
GROUP – A

(Multiple Choice Type Questions)

1. Choose the correct alternatives for the following : $10 \times 1 = 10$
 - i) Mr. S. K. Khanna, a sales person from an FMCG company, develops a list of potential customers and evaluates them on the basis of their ability, willingness and authority to purchase copy machines. This process is called
 - a) approaching the customer
 - b) prospecting
 - c) closing sales
 - d) pre-approaching.
 - ii) 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.



- iii) In assigning sales person to territories, the sales manager should judge the effectiveness of the sales person by comparing the sales person's
- a) social characteristics
 - b) cultural characteristics
 - c) physical characteristics
 - d) all of these, with those of the territory.
- iv) Naïve method for sales forecasting is classified as
- a) quantitative method
 - b) qualitative method
 - c) quasi-quantitative method
 - d) none of these.
- v) A new firm with limited capital resources needing a large number of sales people should adopt which method of compensating its sales force ?
- a) Straight commission
 - b) Salary and commission
 - c) Structured commission
 - d) Straight salary
 - e) Salary and bonus.
- vi) When a sales person becomes a new manager, what kind of changes occurs ?
- a) Changes in relationships
 - b) Changes in goals
 - c) Changes in responsibilities
 - d) All of these are typical changes.



- vii) If it is important for a company to maintain contacts with the customers who buy infrequently but in large quantities, serious considerations should be given to using quotas.
- a) sales volume b) expense
c) net profit d) activity.
- viii) Modern retail systems are characterized by low margins, high inventory turnover and service levels.
- a) minimal b) maximum
c) excellent d) poor.
- ix) The general objective of marketing cost analysis is to
- a) obtain cost data for the selling expense budget
b) determine relative profitability of various sales and marketing operations
c) keep expenses in line with sales operations
d) analyze cost by territories.
- x) The method of sales forecasting that gives a detailed breakdown of the sales forecast by products and territory is called
- a) Exponential smoothing
b) Regression analysis
c) Delphi method
d) Sales force composite.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following. 3 × 5 = 15

2. What is the significance of the term 'CRM' to the Indian corporate ?
3. What is sales budget ? What are the purposes of sales budget ?

CS/MBA (NEW)/SEM-3 (FT)/MM-301/2009-10



4. Define prospecting. Why is it important for a sales person ?
5. Explain 'Buyer Seller Dyad' in the context of personal selling.
6. How can you determine sales force size ? Explain.

GROUP – C

(Long Answer Type Questions)

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

7. What are the criteria for sound compensation plan ? Discuss the different compensation plans used by companies. $5 + 10$
8. What is distribution channel ? Compare it with marketing channels. Briefly discuss about the major types of retail organizations. $2 + 3 + 10$
9. Why recruitment is said to be positive process & selection to be negative one ? What are the different recruitment sources used by a company ? Compare & contrast between on-the-job training & of-the-job training. $2 + 10 + 3$
10. What is selling ? How is it different from marketing ? What are the qualities required for a good salesman ? Explain the types of salesmen. $2 + 3 + 5 + 5$
11. Discuss various approaches to the selection of channels of distribution which may be taken by manufacturing concern. Bring out the significance of storing and warehousing in marketing. $10 + 5$

