



Name :

Roll No. :

Invigilator's Signature :

CS /MBA(N)/SEM-3 FT & 5 PT/MM-301/2011-12

2011

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 any *ten* of the following : 10 × 1 = 10
- i) Carrying and Forwarding Agent channel members helps for
 - a) breaking the bulk quantities into smaller lots
 - b) forward the CV of sales agent
 - c) retailing in a prime location
 - d) door to door selling.
 - ii) A prospect who needs the product and has an ability to buy, is also referred to as a
 - a) suspect b) sales lead
 - c) probable prospect d) potential customer.
 - iii) In build up method, companies try to
 - a) equalise the sales potential of territories
 - b) equalise the workload of salespeople
 - c) equalise both sales potential of territories and workload of salespeople
 - d) none of these.



- iv) Secondary sales, is the sales made by the distributor to covered by him.
 - a) outlets
 - b) institutions
 - c) wholesalers
 - d) retailers.
- v) The channel system is a between the manufacturer and the ultimate customer of the product.
 - a) bridge
 - b) contact
 - c) negotiator
 - d) hindrance.
- vi) Electronic channels use the.....to transact business.
 - a) telephones
 - b) internet
 - c) catalogues
 - d) databases.
- vii) Ownership flow in a channel means transfer of of goods.
 - a) title
 - b) storage
 - c) value
 - d) consumption.
- viii) 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.
- ix) Number of sales calls may be considered as
 - a) sales quota
 - b) sales activity quota
 - c) sales budget quota
 - d) none of these.



- x) Promotion is a
- a) financial compensation
 - b) non-financial compensation
 - c) marketing tool
 - d) all of these.
- xi) Profit through customer satisfaction is called
- a) sales concept
 - b) marketing concept
 - c) product concept
 - d) promotion concept.
- xii) Time series analysis is a
- a) qualitative method forecasting
 - b) quantitative method forecasting
 - c) forecasting method based on thumb rule
 - d) none of these.

GROUP – B

(Short Answer Type Questions)

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

2. What are the different sources of recruitment of sales personnel ?
3. Explain the ACMEE model of sales training.
4. Explain 'Buyer Seller Dyad' in the context of personal selling.
5. What is meant by CRM ?
6. What are the common types of quota set by companies for sales people ?



GROUP – C

(Long Answer Type Questions)

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

7. Why do sales people required training ? What are the methods used in sales training programmes ? “On-the-job-training is one of the most important method of training” – Explain why. $4 + 6 + 5$
8. What is a sales budget and what is its importance ? Examine the factors that need to be considered by a sales manager while preparing a sales budget. $4 + 4 + 7$
9. How does one identify initial training needs of sales personnel ? Illustrate with a suitable chart used in assessing the nature of the training needs of an individual salesman. How does one decide upon the training content and discuss about the several training methods ? $8 + 7$
10. Write a detailed account on the competitive market settings and the different personal selling strategies suitable to each type. Discuss about the choice of the basic selling styles. $10 + 5$
11. Write short notes on : (any *three*) 3×5
- a) Types of sales force reports
 - b) Sales management audit
 - c) Objections handling
 - d) Visual merchandising techniques
 - e) Determination of sales force size.
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