

Time: 2. ½ Hrs

Total Marks : 75

NB (1) All questions are compulsory.

(2) Figures to the right indicate full marks.

Q I A. Select the appropriate answer from the alternatives given below.

(Attempt any Eight)

(08)

1. _____ is the only department that generates revenue for the organisation.
 - a. Sales
 - b. Production
 - c. Marketing
 - d. Finance
2. At _____ stage of selling process queries of customers are resolved.
 - a. prospecting
 - b. objection handling
 - c. demonstration
 - d. closing of sales
3. Difference in opinion amongst channel partners leads to _____.
 - a. closing of sales
 - b. channel conflicts
 - c. increase in competition
 - d. effective communication
4. Government involvement is more in _____ marketing.
 - a. National
 - b. International
 - c. Local
 - d. Regional
5. _____ provides competitive advantage.
 - a. CRM
 - b. PDM
 - c. SDM
 - d. AIDA
6. Channels of distribution starts with _____.
 - a. consumers
 - b. retailers
 - c. manufacturers
 - d. wholesalers
7. Sales performance is measured through _____.
 - a. total sales
 - b. total production
 - c. total purchase
 - d. total human resource
8. KRA is given in the form of _____.
 - a. equation
 - b. percentage
 - c. ratio
 - d. figure

9. Communication process is incomplete without _____.
- a. meaning
 - b. feedback
 - c. noise
 - d. salesperson.
10. _____ selling strategy uses push strategy.
- a. Hard
 - b. Soft
 - c. Win Win
 - d. Interpersonal

Q I B. State whether the following statements are True or False.

(Attempt any Seven)

(07)

1. Sales targets are also called as sales quota.
2. Intensive distribution is suitable for the distribution of mass consumption goods.
3. Consumer friendly trade practices are ethically sound.
4. International selling involves use of single currency.
5. There are six types of channel conflicts.
6. Wholesaler and distributor is synonymous term.
7. Activity quota is also called as financial quota.
8. Indirect marketing is called as zero level marketing.
9. Sales management only manages salesperson.
10. In Win-Win strategy both the customer and sales man are satisfied.

Q II a. Discuss the different types of sales organisation structures.

(08)

Q II b. State and explain the role of sales department.

(07)

OR

Q II c. Describe the importance of distribution in marketing.

(08)

Q II d. Highlight the qualities of a good sales manager.

(07)

Q III a. Discuss the selling process.

(08)

Q III b. Explain the various selling strategies.

(07)

OR

Q III c. Explain the concept of sales forecasting and discuss the qualitative methods of sales forecasting. (08)

Q III d. Differentiate between national selling and international selling. (07)

Q IV a. Elaborate the functions of distributors. (08)

Q IV b. Narrate the reasons for channel conflict. (07)

OR

Q IV c. Explain the functions of wholesaler. (08)

Q IV d. Write a note on exclusive distribution. (07)

Q V What are the methods for supervision and control of sales force? (15)

OR

Q V Write Short Notes (Attempt any Three) (15)

1. Methods to resolve channel conflict
 2. Sales management audit
 3. Functions of retailer
 4. Key Result Areas (KRAs)
 5. Methods for closing of sales
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