

Time: 2 ½ Hrs

Total Marks : 75

NB (1) All questions are compulsory.

(2) Figures to the right indicate full marks.

Q 1 A. Select the appropriate answer from the alternatives given below. (Attempt any Eight) (08)

1. \_\_\_\_\_ department generates income for the organisation.
  - a. Sales
  - b. Production
  - c. Marketing
  - d. Finance
2. \_\_\_\_\_ is related to developing list of potential customers.
  - a. prospecting
  - b. objection handling
  - c. demonstration
  - d. closing of sales
3. Distributor's \_\_\_\_\_ after sales services.
  - a. provide
  - b. do not provide
  - c. rarely provide
  - d. sometimes provide
4. Soft sell uses \_\_\_\_\_ strategy.
  - a. pull
  - b. push
  - c. aggressive
  - d. forceful
5. \_\_\_\_\_ provides competitive advantage.
  - a. CRM
  - b. PDM
  - c. SDM
  - d. AIDA
6. Channel policy must be uploaded with \_\_\_\_\_ dynamics.
  - a. pricing
  - b. promotion
  - c. market
  - d. product
7. The \_\_\_\_\_ is also called as growth rate method.
  - a. Moving Averages
  - b. Sales Ratio Method
  - c. Market Share Progression
  - d. Regression Analysis
8. KRA is given in the form of \_\_\_\_\_.
  - a. equation
  - b. percentage
  - c. ratio
  - d. figure
9. CRM is a business strategy that focus on customer satisfaction and \_\_\_\_\_.
  - a. profit
  - b. market
  - c. sales
  - d. retention

10. Avon, Amway, and Tupperware use \_\_\_\_\_ form of channel of distribution
- direct
  - indirect
  - backward
  - forward

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

**(Attempt any Seven)**

**(07)**

1. Sales territory refers to geographic area that a salesperson is responsible.
2. Intensive distribution is suitable for the distribution of undifferentiated goods.
3. Prospecting is providing products to customers.
4. International selling involves trade barriers.
5. Channel conflicts blocks actions of channel members.
6. Marketing and sales is synonymous term.
7. Pricing acts as a demand regulator.
8. CRM enables companies to implement customer centric strategy.
9. Wholesalers are risk bearers.
10. Channel partners and channel members are two different identities.

**Q II a. Discuss the different types of sales organisation structures.** **(08)**

**Q II b. State and explain the role of sales manager.** **(07)**

**OR**

**Q II c. Describe the functions of intermediaries in sales and distribution.** **(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 reasons for unsuccessful closing of sales.** **(07)**

**OR**

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

**Q III d. Differentiate between consumer selling and organisational selling.** **(07)**

**Q IV a.** Elaborate the functions of retailer. (08)

**Q IV b.** Narrate different methods to resolve channel conflict. (07)

**OR**

**Q IV c.** Explain the role of wholesaler in sales and distribution management. (08)

**Q IV d.** Write a note on intensive distribution system. (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. Sales Quota
  2. Ethics in sales management
  3. Selling strategies
  4. Key Result Areas (KRAs)
  5. Types of distribution channels
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