

Time: 2:30 Hours

Marks :75

- NB: 1) All questions are compulsory subject to internal choice.  
2) Figures to the right indicate full marks.

**Q1 (A) Multiple choice questions (any eight)**

(8)

- 1) Efficiency maintain strict \_\_\_\_\_ orientation.  
a) Financial                      b) time                      c) subject
- 2) Selling process started with \_\_\_\_\_ and negotiation.  
a) Search                      b) offer                      c) incentives
- 3) \_\_\_\_\_ is link to user characteristics.  
a) Prospecting                      b) approach                      c) closing
- 4) In \_\_\_\_\_ resolutions to the conflicts are accepted willingly.  
a) Negotiation strategy                      b) win win strategy                      c) client entered strategy
- 5) market potential is measured either by sales \_\_\_\_\_ or sales volume.  
a) Target                      b) review                      c) value
- 6) \_\_\_\_\_ are mainly used for motivating channel members.  
a) Sales training courses                      b) foreign tours                      c) financial rewards
- 7) Budgets and reports are instruments of \_\_\_\_\_.  
a) channel control                      b) distribution control                      c) channel evaluation
- 8) Channel of distribution starts with \_\_\_\_\_.  
a) Consumer                      b) producer                      c) distributor
- 9) KRA's are given in the form of \_\_\_\_\_.  
a) Equations                      b) ratios                      c) signs
- 10) Consumer friendly trade practices are ethically \_\_\_\_\_.  
a) Sound                      b) defective                      c) unsuitable

**Q1b) State true or false (Any seven)**

(7)

- 1) Diversity in sales force is an ad-hoc arrangement.
- 2) Sales management only manages sales people.
- 3) Distribution management is same as product management.
- 4) Multiple regression use 2 or more independent variables.
- 5) Pricing acts as a demand regulator.
- 6) Channel conflicts are useful to manufacturers.
- 7) Distribution channels are needed for large scale distribution of goods in regular and economic manner.
- 8) E- marketing facilitates faster reach to consumers.

