

Time: 2 1/2Hrs

Marks: 75

NB (1) All questions are compulsory.

(2) Figures to the right indicate full marks.

(1)(A) Select the most appropriate answer from the option given below (Any 8) (8)

1. _____ department generates revenue to the organisation.
 - a. Accounts
 - b. Sales
 - c. Marketing
 - d. Customer care
2. _____ has presented many new opportunities along with new challenges.
 - a. Globalisation
 - b. Trade
 - c. Management
 - d. Orientation
3. Forecasting method widely used by collecting questionnaire from potential buyers is called as _____ method.
 - a. customer survey
 - b. Delphi Sales
 - c. hierarchy
 - d. user expectation
4. _____ means conforming to professional standard of conduct.
 - a. Ethical
 - b. Moral
 - c. Value
 - d. Fair
5. CRM is a business strategy that focuses on customer satisfaction and _____.
 - a. profit
 - b. market
 - c. sales
 - d. retention
6. Five style of conflict resolution developed by _____.
 - a. Peter Drucker
 - b. Kenneth Thomas
 - c. Joseph Luft
 - d. Philip Kotler
7. Distribution audit is _____ and fair evaluation identifying key areas for improvement in channel control.
 - a. biased
 - b. unorganised
 - c. unbiased
 - d. organised
8. _____ is called as zero level distribution channel.
 - a. Direct marketing
 - b. indirect marketing
 - c. vertical marketing
 - d. horizontal marketing
9. Soft sell uses _____ strategy.
 - a. pull
 - b. push
 - c. aggressive
 - d. forceful
10. _____ reflects the performance of the distribution channel.
 - a. Reports
 - b. Budgets
 - c. Quota
 - d. Target

(1)(B) Select whether the following statements are True or False. (Any 7) (7)

1. MIS operates with speed and accuracy.
2. The first step in selling process is objection handling.
3. Sales quota is also called as sales target.
4. Wholesalers and distributors are the same.
5. Digital communication is without accountability.
6. Sales coordination discourages salesperson.
7. Oral agreement or contract acts as an easy and effective instrument of control on the channels of distribution.
8. International selling involves trade barriers.
9. Pricing acts as a demand regulator.
10. Intensive distribution is suitable for the distribution of undifferentiated goods.

2a. Describe the functions of intermediaries in sales and distribution (08)

2b. What is meant by CRM and Discuss its features. (07)

OR

2c. Discuss any three structures of sales organisation (08)

2d. Highlight the qualities of a good sales manager. (07)

3a. Explain the various reasons for unsuccessful closing. (08)

3b. Differentiate between national selling and international selling (07)

OR

3c. What is meant by Sales forecasting? Explain the methods of Sales forecasting. (08)

3d. Discuss the important Selling skills. (07)

4a. Enumerated the functions of wholesalers. (08)

4b. What are the methods to resolve conflicts? (07)

OR

4c. What is meant by channel policy? Explain the various areas it covers. (08)

4d. What are the criteria for selecting channel members? (07)

5a. Elaborate on indirect methods of supervision and control of sales force. (08)

5b Discuss the features of sales management audit. (07)

OR

5c. Write Short Notes (Any 3) (15)

1. Methods for closing of sales
2. Ethics in sales management
3. Functions of Retailer
4. Win -Win Strategy
5. Key result areas (KRA's)
