

Duration – 2.5 Hrs

Total marks – 75

Note: 1. Attempt all questions with internal choice  
2. Figures to the right indicate full marks

Q 1 A. Fill in the blanks with the appropriate answer form the alternatives given.

(Attempt any Eight)

(8)

1. When two or more organisation types are combined a \_\_\_\_\_ sales organisation is formed.  
(a. hybrid b. functional c. product d. geographic)
2. \_\_\_\_\_ is sometimes called as financial quota.  
(a. Combined quota b. Non-financial quota c. Activity quota d. Sales budget quota)
3. Sales is part of \_\_\_\_\_ activity.  
(a. marketing b. human resource development c. production d. purchase)
4. \_\_\_\_\_ type of selling strategy uses push strategy.  
(a. Win- Win b. Soft selling c. Hard selling d. Customer centred)
5. In \_\_\_\_\_ selling strategy importance and emphasis is given on the USP of the product.  
(a. product centric b. customer centric c. win- win d. hard)
6. Intensive distribution is suitable for the distribution of \_\_\_\_\_.  
(a. costly items b. consumer durables c. mass consumption goods d. goods requiring after sales services)
7. \_\_\_\_\_ channel of distribution is also known as zero level marketing channel.  
(a. Direct b. Indirect c. Cross d. Multiple)
8. KRAs are given in the form of \_\_\_\_\_ ( a. percentage b. ratio c. percentile)
9. \_\_\_\_\_ is prediction of expected sales.  
(a. Sales frequency b. Sales quota c. Sales territory d. Sales forecast)
10. \_\_\_\_\_ in the selling process are adverse arguments.  
(a. Refusal b. Objections c. Complaints d. Fights)

Q 1 B. State whether the following statements are true or false. (Attempt and Seven)

(7)

1. Sales department is an income generating department.
2. Sales quota represents geographic grouping of customers.
3. Channel policy must be updated with market dynamics.
4. Channel of distribution starts with the producer.
5. Supervision on salesforce is required for efficient execution of sales plan.
6. Evaluation of sales performance periodically is a normal practice in marketing organisations.

7. Extensive distribution is also called mass distribution.
8. Retailing involves a direct interface with the customers.
9. Horizontal conflict takes place on the same level of distribution.
10. CRM is a business strategy designed to optimise profitability, revenue and customer satisfaction.

- Q 2. a. Diagrammatically explain the types of sales organisation structure. (8)  
b. What are the qualities of a good sales manager? (7)

**OR**

- Q 2. p. Elaborate the functions of the sales department. (8)  
q. Explain the need of intermediaries in marketing. (7)

- Q 3. a. Bring out the steps involved in the process of selling. (8)  
b. Discuss the methods of closing sales. (7)

**OR**

- Q 3. p. Describe the qualitative and quantitative techniques of sales forecasting. (15)

- Q 4. a. How is distributor different from wholesaler? (8)  
b. Point out the reasons for channel conflicts. (7)

**OR**

- Q 4. p. Narrate the factors affecting choice of distribution strategy. (8)  
q. Explain different methods to resolve channel conflicts. (7)

- Q 5. State and explain different methods of supervision and control of salesforce. (15)

**OR**

- Q 5. Write short note on the following. (Attempt any Three) (15)

- a. KRAs
- b. Selling strategies
- c. Sales quota
- d. Features of retailer
- e. Reasons for unsuccessful closing of sales

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