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4th Sem / DBM, DBM(IPM)
Subject : Sales Management

M.M. : 100

- ## SECTION-A

Q.1 To sale the product directly is which of the following forms of channel distribution?

- a) Direct marketing channel
- b) Indirect marketing channel
- c) Forward channel
- d) Fashion channel

Q.2 From the economic system's point of view, the role of marketing intermediaries is to transform:

- a) Raw products into finished products
- b) Consumer needs into producer needs
- c) Consumer needs and wants into product desires.
- d) Assortments of products made by producers into the assortments wanted by consumers.

Q.3 When the manufacturer establishes two or more channels catering to the same market, then occurs.

- a) Vertical channel conflict
- b) Horizontal channel conflict
- c) Multi channel conflict
- d) None of the above

Q.36 Write a note on AIDA theory.
Q.37 Write the functions and duties of Sales Manager.
Q.38 Write a note on Sales Organization structure.

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- Q.4 Using manufacturer's representatives or sales branches is usually a characteristics of which of the following channel forms ?
- Business marketing channels
 - Customer marketing channels
 - Service marketing channels
 - Direct marketing channels
- Q.5 Transporting and storing goods is part of which of the following marketing channel functions?
- Negotiation
 - Physical distribution
 - Contact
 - Matching
- Q.6 Who sells to the customers?
- Semi wholesalers
 - Wholesalers
 - Retailer
 - Distributor
- Q.7 The benefits of marketing channels are
- Cost saving
 - Time Serving
 - Financial support given
 - All of above
- Q.8 _____ is a marketing channel that has no intermediary levels.
- Direct marketing channel
 - Indirect marketing channel
 - Forward channel
 - Hybrid channel
- Q.9 What is the full form of CIS ?
- Channel information system
 - Channel induced system
 - Channel information system
 - Channel incorporated system

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- Q.10 What is the full form of VMS?
- Velocity moving system
 - Vertical marketing system
 - Vertical moving system
 - Very moveable system

SECTION-B

- Note:** Objective type questions. All questions are compulsory. (10x1=10)
- Q.11 Promotion mix includes sales Promotion personal selling, Advertising and Publicity.
- True
 - False
- Q.12 Pull strategy is a promotion strategy that calls for using the sales force and trade promotion to move the product through channels.
- True
 - False
- Q.13 Trade promotion is irregular in nature.
- True
 - False
- Q.14 Advertising for Liquor is not allowed.
- True
 - False
- Q.15 Advertisement provides information regarding product, or idea in non-personal forms, as no face to face contact is involved between Buyer and Customer.
- True
 - False
- Q.16 Conduct market analysis is not a function of ad agency?
- True
 - False
- Q.17 The best promotional tool in any marketing is word of mouth publicity.
- True
 - False
- Q.18 The best promotional tool in any marketing is push promotion
- True
 - False

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