

- Q.25 Write a note on the responsibilities of Sales Manager.
- Q.26 Write a note on the process of setting sales budget.
- Q.27 Explain the types of Quotas in detail.
- Q.28 Write down the importance of direct marketing.
- Q.29 Write down the sales man oriented techniques of selling.
- Q.30 Explain the process of selling in detail.
- Q.31 Explain the purpose of sales organisation.
- Q.32 Write a note on impact of IT on sales management.
- Q.33 What do you understand by leading sales force? Explain in detail.
- Q.34 Write a note on compensation of sales force.
- Q.35 Write a note on sales organisation structure.

#### SECTION-D

**Note: Long answer questions. Attempt any two questions out of three Questions. (2x10=20)**

- Q.36 Define personal selling. Explain the importance and process of personal selling.
- Q.37 What do you understand by performance appraisal? Explain various methods of evaluation of sales force.
- Q.38 What do you understand by sales force training? Explain in detail various methods of sales force training.

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**4th Sem.**

**Branch : DBM, DBM (IPM)**  
**Sub. Sales Management**

Time : 3 Hrs.

M.M. : 100

#### SECTION-A

**Note: Multiple choice Questions. All Questions are compulsory. (10x1=10)**

- Q.1 Even prior of the introduction of money, people used to exchange goods in order to fulfil the needs, which is known as?
- a) Charter system                      b) Marketing myopia  
c) Barter system                        d) Bargain system
- Q.2 \_\_\_\_\_ refers to the administration of the personal selling component of a company's marketing program
- a) Sales management  
b) Distribution management  
c) Promotion management  
d) Marketing Management
- Q.3 Sales and Distribution Management majority focuses on the \_\_\_\_.
- a) Buying aspect of an organization  
b) Selling aspect of an organization  
c) Negotiating aspect of an organization  
d) Producing aspect of an organization
- Q.4 \_\_\_\_ is a group of people working together to achieve the objective of sales.
- a) Sales force                              b) Sales organization  
c) Sales team                              d) Marketing department

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- Q.5 \_\_\_\_ is the most basic forms of the sales organization
- Line sales organization
  - Functional sales organization
  - Line and staff sales organization
  - Both A & B
- Q.6 Which one of the following is not a type of lead?
- Hot lead
  - Warm lead
  - Score lead
  - Cold lead
- Q.7 \_\_\_\_\_ is the geographical area a sales person is assigned.
- Vertical integration
  - Territory
  - Marketplace
  - Quarter
- Q.8 Most producers use \_\_\_\_\_ to bring their products to market or end users.
- Brokers
  - Retailers
  - Intermediaries
  - Distributors
- Q.9 \_\_\_\_ is a distribution system in which the ultimate buyer acquires the title directly from the manufacturer of the product.
- Direct distribution
  - Indirect distribution
  - Exclusive distribution
  - Intensive distribution
- Q.10 \_\_\_\_ is a distribution system that involves territorial protection for authorized dealers.
- Direct distribution
  - Indirect distribution
  - Exclusive distribution
  - Mass distribution

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## SECTION-B

**Note: Objective type questions. All questions are compulsory. (10x1=10)**

- Q.11 Physical distribution means actual transfer of possession. (True/False)
- Q.12 In direct marketing channel there is no intermediary level. (True/False)
- Q.13 Wholesalers directly purchase goods from the manufacturer in large quantity at a discounted price. (True/False)
- Q.14 Retailer is not directly connected to the consumers. (True/False)
- Q.15 In AIDAS, 'D' stands for desire. (True/False)
- Q.16 Sales forecasting is the estimation of future sales. (True/False)
- Q.17 Money market does not involve money exchange of goods. (True/False)
- Q.18 Line is not a type of sales organization structure. (True/False)
- Q.19 Good communication is an essential quality of a sales person. (True/False)
- Q.20 Members of the marketing channel system perform communication function. (True/False)

## SECTION-C

**Note: Short answer type Questions. Attempt any twelve questions out of fifteen Questions. (12x5=60)**

- Q.21 Write down the objectives of personal selling.
- Q.22 Explain any two methods of sales forecasting.
- Q.23 Explain analysis of cost and profitability in detail.
- Q.24 What is Quantitative planning of sales force? Explain in detail.

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