

Q.19 Advertisement aims at Product selling
a) True b) False

Q.20 Advertisement aims at Marketing
a) True b) False

SECTION-C

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

- Q.21 Define Sales Management which it's nature.
- Q.22 What is personal selling? How it is important?
- Q.23 Differentiate Sales and Marketing.
- Q.24 Explain the analysis of sales volume?
- Q.25 Write the process of Sales Planning
- Q.26 Write a note on sales Budgeting
- Q.27 Write a note on principle and purpose of sales Organization
- Q.28 Write a note on Recruitment process.
- Q.29 What is selection? How it proceeds.
- Q.30 Write the methods of Training.
- Q.31 Which factors affects Sales force size.
- Q.32 What is the role of IT in Sales Management ?
- Q.33 Explain the types of Quotes ?
- Q.34 How sales force can be motivated for performance improvement ?
- Q.35 How Marketing Manager is different from Sales Manager ?

SECTION-D

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

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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4th Sem / DBM, DBM(IPM)

Subject : Sales Management

Time : 3 Hrs. M.M. : 100

SECTION-A

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

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

 - Direct marketing channel
 - Indirect marketing channel
 - Forward channel
 - Fashion channel

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

 - Raw products into finished products
 - Consumer needs into producer needs
 - Consumer needs and wants into product desires.
 - 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.

 - Vertical channel conflict
 - Horizontal channel conflict
 - Multi channel conflict
 - None of the above

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- Q.4 Using manufacturer's representatives or sales branches is usually a characteristic of which of the following channel forms ?
a) Business marketing channels
b) Customer marketing channels
c) Service marketing channels
d) Direct marketing channels

Q.5 Transporting and storing goods is part of which of the following marketing channel functions?
a) Negotiation
b) Physical distribution
c) Contact
d) Matching

Q.6 Who sells to the customers?
a) Semi wholesalers
b) Wholesalers
c) Retailer
d) Distributor

Q.7 The benefits of marketing channels are
a) Cost saving
b) Time Serving
c) Financial support given
d) All of above

Q.8 _____ is a marketing channel that has no intermediary levels.
a) Direct marketing channel
b) Indirect marketing channel
c) Forward channel
d) Hybrid channel

Q.9 What is the full form of CIS ?
a) Channel information system
b) Channel induced system
c) Channel information system
d) Channel incorporated system

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