

- 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. $(2 \times 10 = 20)$

- 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. $(10 \times 1 = 10)$

- 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

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

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.