

- Q.20 What do you understand by negotiation skill?
Explain in detail.
- Q.21 Write a detail note on warehouse management.
- Q.22 What do you understand by optimization? Explain in detail.

SECTION-D

Note: Long answer type questions. Attempt any two questions out of three questions. (2x8=16)

- Q.23 What do you understand by market segmentation?
Explain various segmentation variables in detail.
- Q.24 Explain sales performance evaluation. Narrate different methods of sales performance evaluation.
- Q.25 What do you understand by distribution network design? How do you go about designing a distribution network?

No. of Printed Pages : 4
Roll No.

226745-M

4th Sem./ DBM Marketing

Subject : Sales and Distribution Management

Time : 3 Hrs.

M.M. : 60

SECTION-A

Note: Multiple choice questions. All questions are compulsory (6x1=6)

- Q.1 Which of the following is a type of channel conflict
- a) Television channel level
 - b) Multi-channel level
 - c) Water channel level
 - d) None of the above
- Q.2 Which of the following is cheapest mode of transport.
- a) Rail
 - b) Road
 - c) Air
 - d) None of the above
- Q.3 Which of the following is a type of sales leadership style.
- a) Laissez-faire
 - b) Authoritarian
 - c) Both a and b
 - d) None of the above

Q.4 _____ 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.5 _____ is a distribution system that involves territorial protection for authorized dealers.

- a) Direct distribution
- b) Indirect distribution
- c) Exclusive distribution
- d) Inclusive distribution

Q.6 Marketing segmentation is followed by_____.

- a) Advertisement b) Targeting
- c) Positioning d) None of the above

SECTION-B

Note: Objective/ Completion type questions. All questions are compulsory. (6x1=6)

Q.7 Pipeline is the cheapest mode of transportation for liquid products. (True/False)

Q.8 Democratic is not a type of sales leadership style. (True/False)

(2)

226745-M

Q.9 In STP the letter 'P' stands for profit. (True/False)

Q.10 Prospecting is searching and identifying potential buyers for a product. (True/False)

Q.11 Members of the marketing channel system perform negotiation function. (True/False)

Q.12 Discount in price is a component of sales promotion. (True/False)

SECTION-C

Note: Short answer type questions. Attempt any eight questions out of ten questions. (8x4=32)

Q.13 Write a detail note on legal issues in sales management.

Q.14 What do you understand by supply chain management? Explain in detail.

Q.15 Write a detail note on international sales management.

Q.16 What do you understand by development of sales force? Explain in detail.

Q.17 Write a detail note on 'regression analysis' method of sales forecasting.

Q.18 Write a detail note on sales metrics.

Q.19 Write a brief note on different techniques of customer retention.

(3)

226745-M