

SECTION-D

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

- Q.23 What do you understand by Channel conflict? Explain different types of channel conflicts in detail.
- Q.24 Define inventory management. Write a detail note on different techniques of inventory control.
- Q.25 What do you mean by sales leadership? Explain in detail different styles of sales leadership.

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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 one of the following is a method of sales forecasting?
a) Time series analysis
b) Weather forecasting
c) Economic forecasting
d) None
- Q.2 Which of the following is a component of promotion.
a) Advertisement b) Publicity
c) Both a & b d) None of the above
- Q.3 Sales and distribution management majorly focuses on the _____
a) Buying aspect of an organization
b) Selling aspect of an organization
c) Negotiating aspect of an organization
d) Production aspect of an organization

Q.4 _____ is a group of people working together to achieve the objective of sales.

- a) Sales force
- b) Sales Territory
- c) Sales forecast
- d) Marketing Department

Q.5 Which one of the following is a technique of inventory control?

- a) EOQ
- b) STP
- c) Both a & b
- d) None of the above

Q.6 Which of the following is not a step of distribution optimisation?

- a) Demand forecasting and planning
- b) Integration of technology
- c) Network optimisation
- d) Internet connection

SECTION-B

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

Q.7 Horizontal level is a type of channel conflict. (True/False)

Q.8 Air is not the costliest mode of transportation of goods. (True/False)

Q.9 Authoritarian is a type of leadership style. (True/False)

Q.10 Advertisement is a non-personal, paid form of communication. (True/False)

Q.11 In direct marketing channel there is no intermediary levels. (True/False)

Q.12 In STP the letter 'T' stands for transportation. (True/False)

SECTION-C

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

Q.13 Write a note on emerging trends in distribution management.

Q.14 Explain transportation management in detail.

Q.15 Write a detail note on sales ethics.

Q.16 Explain any two methods of sales forecasting.

Q.17 Write a note on the process of setting sales budget.

Q.18 Write down the importance of direct marketing.

Q.19 Write a note on the qualities os Sales Manager.

Q.20 Explain the process of selling in detail.

Q.21 Write a detail note on sales planning process.

Q.22 What do you understand by sales plan development? Explain in detail.