

Time : 2 ½ Hrs.

Marks : 75

- N.B.:** (1) All questions are compulsory.  
(2) Figures to the right indicate full marks.

**(1) (A) Select the most appropriate answer from the option given below (Any 8) (8)**

1. Market research is a systematic and \_\_\_\_\_ process  
a. continuous b. alternative c. single d. one time
2. \_\_\_\_\_ is a person who decides to start the buying process.  
a. Initiator b. Influencer c. User d. Buyer
3. Forecasting method widely used by collecting questionnaire from potential buyers is called as \_\_\_\_\_ method.  
a. Delphi b. customer survey c. sales hierarchy d. user expectation
4. Which of the following is not a reason for unsuccessful closure of sales empathetic  
a. wrong attitude b. compliment c. inadequate presentation d. lack of belief in the product
5. Selling is \_\_\_\_\_ in nature.  
a. multidisciplinary b. theoretical c. subjective d. convenient
6. A manufacturer can use shorter channel if the market competition is \_\_\_\_\_ .  
a. more b. limited c. increasing d. high
7. Companies dealing with perishable goods need to go for \_\_\_\_\_ channel of distribution.  
a. direct b. indirect c. limited d. unlimited
8. Large companies like Amul , HUL, Cadbury, Godrej use \_\_\_\_\_ distribution  
a. selective b. intensive c. exclusive d. inclusive
9. Channel control is required to \_\_\_\_\_ the performance of the channel system.  
a. optimise b. limit c. decrease d. rigid
10. \_\_\_\_\_ relates to input v/s output  
a. Equity b. Efficiency c. Effectiveness d. Deliver

**(1) (B) Select whether the following statements are True or False. (Any 7) (7)**

1. Advertising promotes trade and creates demand.
2. Distribution ensures that products reach consumers as wanted by them at the right time and at the right place.
3. Sales performance result reviews entire sales process.

4. Avoiding leaves the conflict resolved.
5. Market analysis is a part of industry analysis.
6. Effectiveness focus on speed, time and resources.
7. Sales management audit is a unsystematic process.
8. Wholesalers and distributors are the same.
9. Customer orientation aimed at retaining customers.
10. Territory assignment is a complex process.

**2a.** State and explain various qualities that qualifies a Sales manager. **(08)**

**2b.**What is CRM? Discuss the importance of CRM. **(07)**

**OR**

**2c.**Discuss any three structures of sales organisation **(08)**

**2d.**What is distribution management? Discuss the role of distribution. **(07)**

**3a.**Discuss the steps involved in the process of selling? **(08)**

**3b**Explain the various reasons for unsuccessful closing. **(07)**

**OR**

**3c.**Discuss the types of selling skills. **(08)**

**3d.** Define Sales forecasting .Explain the methods of Sales forecasting **(07)**

**4a.**Enumerated the features of wholesalers. **(08)**

**4b.** Point out the criteria for selecting channel members **(07)**

**OR**

**4c.** What is meant by channel policy? Explain the various areas it covers. **(08)**

**4d.** Discuss the five styles of conflict resolution developed by Kenneth Thomas. **(07)**

**5a.** Elaborate on direct methods of supervision and control of sales force. **(08)**

**5b.** Bring out the new trends in sales and distribution management. **(07)**

**OR**

**5c. Write Short Notes (Any 3)** **(15)**

1. Selling strategies
2. Types of channel conflicts
3. Key result areas (KRA's)
4. Functions of retailer
5. Types of sales quota

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