1 TYBMS (M) (Alize3)

## Paper / Subject Code: 46010 / Marketing: Sales & Distribution Management

| )(A)                          |  | Det   | X-2   | 470   | 200   | Table 1   |  | 56                         |             |
|-------------------------------|--|---|---|---|---|---|--|----------------------------|-------------|
| JA                            | Select the most a  | ppropria  | te answer   | from the  | option give   | n below   | (Any 8)  | 200                        | (8)         |
| 1.                            | 1 5 7  |   |   |   |   |   |  |                            | (0)         |
|                               |  |   | tes revenue   |   |   |   | Ž.   |                            | 5           |
|                               | a. Accounts  | gai<br>o a  | b. Sale   | S   | c. Mar  | keting  | d. Custon  | ner care                   |             |
| 2.                            | has presen   | ted many  | new oppor   | tunities al   | ong with ne   | w challer                                       | iges.  | 200                        |             |
|                               | a. Globalisa   | ition   | b. Trad   | ě á   | c. Mar  | nagement  |  | d. Orien                   | tation      |
| 2                             | Advantage of CF  | N/  |   | S. E.   |   |   |  |                            |             |
| Э.                            | a. customized bu   |   |   | b. improv   | es overall re   | elationshi                                      | p with cu  | stomers                    |             |
|                               | c. software based  | 1   |   | d.one on  | one   | 74.1  | 1  | SP.                        |             |
| Δ                             | Forecasting meth   | nod widel   | vused by o  | ollecting   | nuestionnair  | e from n  | otential b   | nivers is ca               | lled        |
| S1.                           | asn  |   | y used by c   | oncomig   | questionnan   | c non p   | S  | uyers is ca                | iica        |
|                               | a. customer  |   | b. Delp   | hi Sales  | c. hier   | archy   | d. user ex   | pectation                  |             |
| 5                             | There are  | types of  | channel co  | nflicts   |   | 13. C   | 200  | 200                        |             |
| ٠.                            |  |   |   |   |   |   |  | 96,                        |             |
|                               | a. three b   | o. iour   | c.five  | d. SIX  | 43  |   | 50<br>   | 37                         |             |
| 6                             |  | 5)XE  |   | - 7°  |   |   |  | 9                          |             |
| 6.                            | Five style of com  | flict resol   | lution deve   | loped by _  | Joseph Luft   | t d. Phili                                      | o Kotler   | <u> </u>                   |             |
|                               | Five style of con<br>a. Peter Dru  | flict resol<br>ucker b. k   | lution deve<br>Kenneth Th   | loped by _omas c.   |   |   |  |                            |             |
|                               | Five style of con<br>a. Peter Dru<br>Distribution aud<br>channel control.  | flict resol<br>ucker b. k   | lution deve<br>Kenneth Th   | loped by _<br>omas c.<br>hir evaluat  | ion identify  | ing key a                                       | reas for in  |                            | nt in       |
|                               | Five style of con<br>a. Peter Dru<br>Distribution aud  | flict resol<br>ucker b. k   | lution deve<br>Kenneth Th   | loped by _<br>omas c.<br>hir evaluat  | ion identify  | ing key a                                       |  |                            | nt in       |
|                               | Five style of con<br>a. Peter Dru<br>Distribution aud<br>channel control.<br>a. biased   | iflict resolucker b. k it is b. u   | lution deve<br>Kenneth Th<br>and fa<br>inorganised  | loped by _<br>omas c.<br>hir evaluat  | ion identifyi<br>unbiased   | ing key a                                       | reas for in  |                            | nt in       |
| 7.                            | Five style of con<br>a. Peter Dru<br>Distribution aud<br>channel control.  | iflict resolucker b. k it is b. u   | lution deve<br>Kenneth Th<br>and fa<br>unorganised  | loped by _ omas c. hir evaluat c.   | ion identifyi<br>unbiased   | ing key a                                       | reas for ind   |                            | nt in       |
| 7.<br>8.                      | Five style of com a. Peter Dru  Distribution aud channel control. a. biased  reflects a. Reports   | iflict resolucker b. k it is b. u the perform   | lution deve<br>Kenneth Th<br>and fa<br>unorganised<br>rmance of t<br>b. Bud   | loped by _ omas c. hir evaluat c. he distributes  | ion identifyi<br>unbiased<br>ution channe<br>Target                                       | ing key a                                       | reas for ind   |                            | nt in       |
| 7.                            | Five style of con a. Peter Dru  Distribution aud channel control. a. biased reflects a. Reports is called  | if isb. u the performance as zero le  | lution deve Kenneth Th and fa morganised rmance of t b. Bud   | loped by _ omas c. hir evaluat c. he distributed c. gets c.                                   | ion identifyi<br>unbiased<br>ution channe<br>Target                                       | ing key a<br>el.<br>d. Profi                    | reas for indicate of the second secon | sed                        | *           |
| 7.<br>8.                      | Five style of com a. Peter Dru  Distribution aud channel control. a. biased  reflects a. Reports   | if isb. u the performance as zero le  | lution deve Kenneth Th and fa morganised rmance of t b. Bud   | loped by _ omas c. hir evaluat c. he distributed c. gets c.                                   | ion identifyi<br>unbiased<br>ution channe<br>Target                                       | ing key a<br>el.<br>d. Profi                    | reas for indicate of the second secon | sed                        | *           |
| 7.<br>8.<br>9.                | Five style of com a. Peter Dru  Distribution aud channel control. a. biased reflects a. Reports is called a. Direct market   | if isb. u the performance as zero le  | lution deve Kenneth Th and fa morganised rmance of t b. Bud   | loped by _ omas c. hir evaluat c. he distributed c. gets c.                                   | ion identifyi<br>unbiased<br>ution channe<br>Target                                       | ing key a<br>el.<br>d. Profi                    | reas for indicate of the second secon | sed                        | *           |
| 7.<br>8.<br>9.                | Five style of con a. Peter Dru  Distribution aud channel control. a. biased reflects a. Reports is called  | the performs zero le  | lution deve  Kenneth Th  and fa  Inorganised  rmance of t  b. Bud  vel distribu  ndirect man                              | loped by _omas c. hir evaluat c. he distributed c. tion chance keting c.                      | ion identifyi<br>unbiased<br>ution channe<br>Target                                       | ing key a<br>el.<br>d. Profi<br>rketing         | reas for indexe for in | sed<br>ntal market         | *           |
| 7.<br>8.<br>9.                | Five style of com a. Peter Dru  Distribution aud channel control. a. biased reflects a. Reports is called a. Direct market   | the performance b. in | lution deve  Kenneth Th  and fa  morganised  rmance of t  b. Bud  vel distribut  ndirect man                              | loped by _omas c. hir evaluat c. he distributed c. tion channels c. d area c.                 | ion identifyi<br>unbiased<br>ution channe<br>Target<br>nel.<br>vertical ma                | ing key a el. d. Profi                          | reas for ind. organisele d. horizond. Keep r   | ntal market<br>result area | ting        |
| 7.<br>8.<br>9.<br>10          | Five style of com a. Peter Dru  Distribution aud channel control. a. biased  reflects a. Reports  is called a. Direct market.  KRA stands for a. Key result ar                     | the performance b. it is  | lution deve  Kenneth Th  and fa  Inorganised  rmance of t  b. Bud  vel distribut  ndirect man  Keep reward  ing statemen  | loped by _omas c. hir evaluat c. he distributed c. tion channe keting c. d area c.            | ion identifyi<br>unbiased<br>ution channe<br>Target<br>nel.<br>vertical ma                | ing key a el. d. Profi                          | reas for ind. organisele d. horizond. Keep r   | ntal market<br>result area | ting        |
| 7.<br>8.<br>9.<br>10<br>1)(B) | Five style of com a. Peter Dru  Distribution aud channel control. a. biased  reflects a. Reports  is called a. Direct market.  KRA stands for a. Key result are select whether the | the performance b. It is good at the speed at the   | lution deve  Kenneth Th  and fa  Inorganised  rmance of t  b. Bud  vel distribut  ndirect man  Keep reward  ing statement | loped by _omas c. hir evaluat c. he distributed c. tion channe keting c. d area c. ents are T | ion identifyi<br>unbiased<br>ution channed<br>Target<br>nel.<br>vertical ma<br>Key revenu | ing key a el. d. Profi rketing ee area ee. (Any | reas for ind. organis  | ntal market<br>result area | ting<br>(7) |

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| 3. The first step in selling process is objection handling.  | St.          |
|--|--------------|
| 4. Collaboration_refers to ignoring the issues that gave rise to the conflict.   | A 100        |
| 5. Sales quota is also called as sales target.   | 1.500        |
| 6. Approach is a step in selling process.  |              |
| 7. Wholesalers and distributors are the same.  | 05           |
| 8. Delphi method maintains confidentiality.  |              |
| Digital communication is without accountability.   | .85          |
| 10. Sales people do not face ethical dilemma.  |              |
| 10. Sales people do not face enneal diferina.  |              |
| a will of the selection | (08)         |
| 2a. What is meant by Sales Management and explain its roles.   | (00)         |
| 2b. What is meant by CRM and Discuss its features.  OR   | (07)         |
| 2c.Discuss any three structures of sales organisation  | (08)         |
| 2d. Discuss the role of intermediaries   | (07)         |
|  | 34           |
| 3a. Explain the various reasons for unsuccessful closing.  | (08)         |
| 3b. Write a note on sales quota  | (07)         |
| OR 3c. What is meant by Sales forecasting .Explain the methods of Sales forecasting.   | (08)         |
| 3d.Discuss the steps involved in the process of selling?   | (07)         |
|  | 8            |
|  | (08)         |
| <ul><li>4a. Enumerated the functions of wholesalers.</li><li>4b. What are the factors affecting distribution strategy?</li></ul>   | (07)         |
| OR   | , ,          |
| 4c. What is meant by channel policy? Explain the various areas it covers.  | (08)<br>(07) |
| 4d. What are the methods to resolve conflicts?   | (07)         |
|  | (0.0)        |
| 5a. Elaborate on indirect methods of supervision and control of sales force.   | (08)<br>(07) |
| 5b. Bring out the new trends in sales and distribution management.   | (01)         |
| OR   |              |
| 5. White Short Notes (Apv. 3)  | (15)         |
| 5c. Write Short Notes (Any 3) 1. Selling skills  |              |
| 2. Ethics in sales management  |              |
| 3. Sales Management Audit  |              |
| <ul><li>4. Win –Win Strategy</li><li>5. Communication process</li></ul>  |              |
| *******  |              |
| No. of the control of | 140          |

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