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

Time: 2 1/2Hrs   Marks: 75

NB (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.
   _____department generates revenue to the organisation.
      a. Accounts   b. Sales   c. Marketing   d. Customer care

2. _____has presented many new opportunities along with new challenges.
      a. Globalisation   b. Trade   c. Management   d. Orientation

3. Advantage of CRM _____.
   a. customized business   b. improves overall relationship with customers
   c. software based   d. one on one

4. Forecasting method widely used by collecting questionnaire from potential buyers is called
   as _____method.
      a. customer survey   b. Delphi Sales   c. hierarchy   d. user expectation

5. There are _____types of channel conflicts.
      a. three   b. four   c. five   d. six

6. Five style of conflict resolution developed by _____.
      a. Peter Drucker b. Kenneth Thomas   c. Joseph Luft d. Philip Kotler

7. Distribution audit is _____ and fair evaluation identifying key areas for improvement in
   channel control.
      a. biased   b. unorganised   c. unbiased   d. organised

8. _____reflects the performance of the distribution channel.
      a. Reports   b. Budgets   c. Target   d. Profile

9. _____is called as zero level distribution channel.
      a. Direct marketing b. indirect marketing c. vertical marketing d. horizontal marketing

10. KRA stands for
      a. Key result area   b. Keep reward area   c. Key revenue area   d. Keep result area

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

1. MIS operates with speed and accuracy.

2. Distribution ensures that products reach consumers as wanted by them at the right time and at
   the right place.

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3. The first step in selling process is objection handling.

4. Collaboration refers to ignoring the issues that gave rise to the conflict.

5. Sales quota is also called as sales target.

6. Approach is a step in selling process.

7. Wholesalers and distributors are the same.

8. Delphi method maintains confidentiality.

9. Digital communication is without accountability.

10. Sales people do not face ethical dilemma.

2a. What is meant by Sales Management and explain its roles. (08)

2b. What is meant by CRM and Discuss its features. (07)

OR

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

2d. Discuss the role of intermediaries (07)

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)

4a. Enumerated the functions of wholesalers. (08)

4b. What are the factors affecting distribution strategy? (07)

OR

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

4d. What are the methods to resolve conflicts? (07)

5a. Elaborate on indirect 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 skills
2. Ethics in sales management
3. Sales Management Audit
4. Win –Win Strategy
5. Communication process

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