



BRAINWARE UNIVERSITY

Course – MBA

Sales and Distribution Management (MM301)

(Semester – 3)

Time allotted: 3 Hours

Full Marks: 70

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group –A

(Multiple Choice Type Question)

10 x 1 = 10

1. Choose the correct alternatives for the following:

i) Which one is a type of a Retailer?

- a) Commission Merchants
- b) Sales Branches
- c) Leased Department
- d) Sales Offices

ii) Assume that a firm has estimated its total sales potential at Rs. 10 million for a given year. Sales manager has further determined that each sales person can handle a personal sales potential of Rs. 500,000. This would mean that twenty territories would be formed, all of which would have identical sales potential of Rs. 500,000 each. Which are the bases of designing sales territory for the given situation?

- a) Geography
- b) Workload
- c) Potential and Servicing requirements
- d) Financial

iii) Customers and prospects are grouped in such a way that the salesperson serving these accounts can call on them as conveniently and economically as possible. This is possible only when organization insist upon;

- a) Deciding upon Sales Quota
- b) Designing Sales Territories
- c) Do Sales forecasting
- d) Allocate Sales Budget

iv) The sales manager is expected to be concerned with;

- a) Sales force management
- b) Negotiating on price and costs
- c) Reviewing own sales performance
- d) presenting appropriately to make a sale

v) Based on different types of retail location, which are the type of retail under 'Part of business district'?

- a) Freestanding store
- b) Isolated store
- c) Shopping center
- d) Neighborhood business district

vi) Under Sales force compensation plan, non - financial components include;

- a) Pension
- b) Retirement benefits
- c) Profit sharing
- d) Security

vii) Time series analysis: Sales = T x C x S x I; Where

T is long term variation, C is cyclical variations, S is _____ (fill in the blank with suitable option), I is irregular or unexpected changes in the environment

- a) Systematic variation
- b) Seasonal changes
- c) Structural changes
- d) Selective variations

viii) Which one is an action or statements by a prospects that postpone, hinder or prevent the completion of the sale;

- a) Sales resistance
- b) Closing technique
- c) Frequent contact
- d) Self – analysis

ix) When a Salesmen move to approach from pre-approach in the personal selling process?

- a) When the sales person has the name of the prospect and adequate pre-approach information
- b) After establishing rapport with the prospects through calls
- c) After having answered and overcome objections
- d) The buyer and seller together explore the problems

- x) Under personal selling types; Consumer Behavior situation includes
- A company sells in a small-local market or in government or institutional market
 - Purchases are valuable but infrequent
 - Desired middle men or agents are not available
 - A company cannot afford to have a large and regular advertising outlay

Group - B

(Short Answer Type Questions)
(Answer any *three* of the following)

3 x 5 = 15

- State different types of training methods in sales and distribution management.
- Write short note on 'Motivating the sales force'
- Write short note on 'Store Layout'
- Why motivating channel members is needed?
- Discuss different sources of recruiting a sales person?

Group - C

(Long Answer Type Questions)
(Answer any *three* of the following)

3 x 15 = 45

- What is merchandizing in retail? What is the need for Visual Merchandizing? State with examples.
- Give points of differences between roles and responsibilities between Sales Manager and Sales Executive?
- What is Sales Quota? What is the purpose of Sales Quota? State different types of Sales Quota?
- If you are a Sales Executive in Eureka Forbes, what will be your personal selling process for one of a product of Eureka Forbes (Water Purifier)? Explain
- What is Sales Presentation? What is the need for making sales presentation? Mention different categories of sales presentation?