



BRAINWARE UNIVERSITY
Term End Examination 2020 - 21
Programme – Master of Business Administration
Course Name – Sales and Distribution Management
Course Code - MM301

Semester / Year - Semester III

Time allotted : 75 Minutes

Full Marks : 60

[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)

1 x 60=60

1. *(Answer any Sixty)*

(i) A market potential is an

- | | |
|---|---------------------------------|
| a) Estimate of maximum possible sales opportunities | b) Aspect of marketing strategy |
| c) Obtain new customer | d) None of these |

(ii) Selling is

- | | |
|-----------------------|--------------------------------|
| a) Same as marketing | b) More than marketing |
| c) Offering discounts | d) A sub-function of marketing |

(iii) The face-to-face interaction with prospective buyers for the objective of answering questions, procuring orders and making presentations is

_____.

- | | |
|--------------------------|---------------------|
| a) Interactive marketing | b) Direct marketing |
| c) Personal selling | d) Advertising |

(iv) A 'Call' in marketing language means

- | | |
|--------------------------|------------------------|
| a) Calling on a customer | b) Making a phone-call |
| c) Telemarketing | d) None of these |

(v) The buying process starts from which of the following stage in which the buyer recognizes a problem or need?

- a) Need recognition
- b) Information search
- c) Evaluation of alternatives
- d) Purchase decisions

(vi) A prospect means:

- a) details of a company
- b) a likely buyer
- c) head of organization
- d) None of these

(vii) Mr. Narayan, the new national sales manager is learning about the internal organizational environment in his company. He will learn about all of the following EXCEPT

- a) Human resources
- b) Financial resources
- c) Service capabilities
- d) Social and cultural environment

(viii) _____ becomes the amount a customer is willing to pay for the product / service provided by supplier (fill in the blank)

- a) Value
- b) Money
- c) Cost
- d) Interest

(ix) Market share means

- a) Share of business among peers
- b) Share market
- c) Share prices
- d) None of these

(x) To 'Close a Call' means

- a) To clinch the sale
- b) To end the conversation
- c) To put the phone down
- d) To close the doors

(xi) 'Customization' means:

- a) Tailor-made products for each customer
- b) Customers selling goods
- c) Tailor-made products for each staff
- d) A selling process

(xii) Market Segmentation can be resorted to by means of

- a) Segmenting by age
- b) Segmenting by income
- c) Segmenting by geographically
- d) All of these

(xiii) A DSA (Direct Selling Agent) is one

- a) Who sells through the internet
- b) Who works on the bank counters
- c) Who works in bank office setup
- d) Who sells direct to the client

(xiv) A presentation means

- a) Display of products
- b) a gift
- c) explaining the utility of products
- d) display of communication skills

(xv) 'Push' marketing style requires

- a) Collective effort
- b) Good pushing strength
- c) Lengthy talks
- d) Ability to identify the leads

(xvi) Qualifying a prospect is

- a) identical with checking references for an applicant
- b) determining which applicant to hire
- c) conducting an exit interview
- d) determining if a prospect is interested in a product

(xvii) If a company were to make a product such as a suit of clothes and sold that product to a retailer, the company would have sold to the _____ market.

(fill in the blank)

- a) reseller
- b) industry
- c) government
- d) service

(xviii) To determine which customer accounts to call on, a firm needs to evaluate

- a) territory allocation
- b) commission schedules
- c) geographic proximity to other accounts
- d) reference checks

(xix) An effective sales plan objective should be

- a) Precise, measurable, and time specific
- b) General, measurable, and flexible
- c) Profitable, subjective, and measurable
- d) Precise, profitable, and flexible

(xx) A _____ discount is offered by the seller to intermediary who performs functions like selling, storing and record Keeping. (fill in the blank)

- a) Quantity
- b) Trade
- c) Cash
- d) Seasonal

(xxi) Niche market means:

- a) a social market
- b) equity market
- c) capital market
- d) a specified market for the target group

(xxii) Which of the following statements about sales force management is true?

- a) The sales force is the firm's most direct link to the customer
- b) The statement, "The world will beat a path to your door if you build a better mousetrap," reflects how business operates today
- c) As organizations implement the marketing concept, they soon realize how important it is to be sales-oriented
- d) Personal selling is usually less expensive than advertising

(xxiii) Which of the following WOULD NOT be a method of establishing sales force structure?

- a) Territorial sales force structure
- b) Lifestyle sales force structure
- c) Product sales force structure
- d) Customer sales force structure

(xxiv) A product _____ is a group of related products that function in a similar manner, are sold to the same customer groups, and marketed through the same type of outlets: (fill in the blank)

- a) Group
- b) Line
- c) Category
- d) Market

(xxv) With _____ pricing, the products are priced below list price (or even below cost) for a temporary period to create buying urgency. (fill in the blank)

- a) Reference
- b) By-product
- c) Promotional
- d) Market penetration

(xxvi) Which of the following areas of training for sales managers is most frequently neglected?

- a) Forecasting and budgeting techniques
- b) Accounting principles
- c) Marketing principles
- d) Management principles

(xxvii) The sales force can play a central role in achieving a marketing orientation strategy, by

- a) Maintaining infrequent contact with customer
- b) Collecting and disseminating market information
- c) Focusing on cutting costs
- d) Following the competition's lead

(xxviii) Long-term compensation plans

- a) Include bonuses and contests
- b) Should be evaluated and modified quarterly
- c) Should be well thought out, so that few changes will be needed from year to year
- d) Must be developed so that short-term compensation plans will not be necessary

(xxix) _____ consists of the sale of goods or merchandize for personal or household consumption from a fixed location. (fill in the blank)

- a) Wholesaling
- b) Retailing
- c) Distribution
- d) Selling

(xxx) Which one can be considered as a buyer?

- a) Agent
- b) Manufacturers
- c) Consumers
- d) Middlemen

(xxxix) Kind of pricing strategy in which one product or service is sold for two different prices without any differences in cost is classified as

- a) segmented pricing
- b) psychological pricing
- c) promotional pricing
- d) geographical pricing

(xxxix) Value that customers give up to get benefits of products or services is classified as

- a) discount
- b) value added tax
- c) price
- d) tax

(xxxix) Last step of cost based pricing is to

- a) set price based on cost
- b) convince buyer about products value
- c) design a product
- d) determine cost of product

(xxxix) What is Motivation?

- a) Better communication skills
- b) Sales Coaching
- c) Market Research
- d) Inspiring the employees to perform better

(xxxix) Good selling skills involve

- a) Presence
- b) Patience
- c) Knowledge
- d) All of these

(xxxix) The workload method is used to

- a) Quantify the point at which the sale can be closed
- b) Calculate commission compensation payment
- c) Determine how much training a salesperson needs
- d) Determine the size of a salesforce

(xxxix) Reorder point tells

- a) When to order
- b) How much to order

- c) When the order will reach
- d) All of the above

(xxxviii) Which one of the following is NOT the stage that customer go through in the process of adopting a new product?

- a) Awareness
- b) Interest
- c) Evaluation
- d) Culture

(xxxix) A firm has decided to localize products and services to meet local market demands. Which one of the following approach is a good approach for this segmentation

- a) Geographic
- b) Demographic
- c) Psychographic
- d) Behavioral

(xl) Which approach will help develop a strong trust between a sales manager and sales team?

- a) Watch everything your sales people do
- b) Remain in the background; don't be visible to your team
- c) Motivate your salespeople by telling them about the key company policies
- d) Constantly recognize salespeople's accomplishments and motivate them with rewards

(xli) A great sales leader will

- a) Place themselves above the team
- b) Refrain from celebrating with the team
- c) Provide constructive feedback and encourage
- d) Never mentor for fear of providing bad advice

(xlii) What is the full form of VMS?

- a) Velocity moving system
- b) Vertical marketing system
- c) Vertical moving system
- d) Very moveable system

(xliii) The most important competency a sales manager must possess is

- a) Being organized
- b) Understanding technology

c) Training salespeople

d) Strategic planning and implementation

(xliv) Material handling consists all EXCEPT

a) Information transfer

b) Shipping

c) Receiving

d) Storing

(xlv) Strategy of distribution in which seller allow certain outlets to sell its product is classified as _____.

a) Inclusive distribution.

b) Selective distribution

c) Intensive distribution

d) Exclusive distribution

(xlvi) Karan is studying the potential for selling his company's products in China. As part of his analysis, he is assessing the number, types and availability of wholesalers and retailers. Karan is studying the country's

a) Natural conditions

b) Technological feasibility

c) Social and cultural norms

d) Distribution structure

(xlvii) A company's channel decisions directly affect every _____.

a) Marketing decision

b) Competitors action

c) customers choices

d) Channel member

(xlviii) Companies manage their supply chains through _____.

a) Transportation modes

b) The internet

c) Competitors

d) Information

(xlix) Intermediaries play an important role in matching _____.

a) Supply and demand

b) Manufacturer to product

c) Information and promotion

d) Dealer with customer

(l) Which of the following is NOT a key function that intermediaries play in completing transaction?

- a) Negotiation
- b) Promotion
- c) Financing
- d) Information

(li) Which type of product might require a more direct marketing channel to avoid delays and too much handling.?

- a) Lower-prices products
- b) High-priced products
- c) Perishable products
- d) Products in their decline stage

(lii) _____ is all the activities involved in selling goods or services directly to final consumers for their personal, non-business use

- a) Wholesaling
- b) Discounting
- c) Merchandising
- d) Retailing

(liii) Cash and carry format is also known as;

- a) Retailer
- b) Distributor
- c) Wholesaler
- d) Agent

(liv) Makers of televisions, cameras, tires, furniture, and major appliances normally use which of the following distribution channel forms?

- a) direct marketing channel
- b) indirect marketing channel
- c) horizontal channel
- d) synthetic channel

(lv) With respect to a channel of distribution, the number of intermediary levels within the channel indicates the _____ of a channel (fill in the blank)

- a) width
- b) depth
- c) length
- d) similarity

(lvi) When the manufacturer establishes two or more channels catering to the same market, then _____ occurs. (fill in the blank)

- a) Vertical channel conflict
- b) Horizontal channel conflict
- c) Multi-channel conflict
- d) None of these

(lvii) Those who do not take title of market offering and represents sellers and buyers while performing fewer functions are called as _____.

- a) Broker
- b) Agents
- c) Drop shipper
- d) Web-wholesaler

(lviii) Delivery Channels means:

- a) Sales outlets
- b) Purchased goods
- c) Product shelf-life
- d) Courier person

(lix) Which type of shop offers a range of grocery and household items that cater for last-minute purchase needs of consumers?

- a) Supermarket
- b) Category killer store.
- c) Convenience Store
- d) All of these

(lx) Wholesalers those take titles of marketing offering independently are called as _____.

- a) Manufacturer sale center
- b) Agents and brokers
- c) Franchise chain
- d) Merchant wholesalers