



BRAINWARE UNIVERSITY

Term End Examination 2023-2024

Programme – MBA-2021

Course Name – Sales and Distribution Management

Course Code - MM301

(Semester III)

LIBRARY
Brainware University
Barasat, Kolkata -700125

Full Marks : 60

Time : 2:30 Hours

[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 15=15

1. Choose the correct alternative from the following :

(i) Identify the following:- Intermediaries play an important role in matching _____

- | | |
|------------------------------|----------------------------|
| a) Supply and demand | b) Manufacturer to product |
| c) Information and promotion | d) Dealer with customer |

(ii) Recall which of the following is an activity of physical distribution?

- | | |
|---------------------|-------------------|
| a) Order processing | b) Warehousing |
| c) Advertising | d) Transportation |

(iii) Recall the following:- Advertisement is a part of which element

- | | |
|------------|--------------|
| a) Product | b) Price |
| c) Place | d) Promotion |

(iv) Identify the following:- All the market efforts starts with the discovery of:

- | | |
|---------------|-------------------------------|
| a) Product | b) Needs & wants of consumers |
| c) Corruption | d) All of these |

(v) Infer the following:- Market share means _____

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

(vi) Identify the following:- 'Value -added services' means _____

- | | |
|------------------------|-------------------------------|
| a) Additional services | b) Better value at a premium |
| c) Costlier services | d) Better value at a discount |

(vii) Complete the following sentence:- A marketing survey is required for

- | | |
|----------------------------------|--------------------------------|
| a) Deciding marketing strategies | b) Deciding product strategies |
| c) Deciding pricing strategies | d) All of these |

(viii) A "Buyer's Market" relates to _____

- | | |
|----------------------------|--------------------------|
| a) sellers are also buyers | b) there are not sellers |
| c) demand exceeds supply | d) supply exceeds demand |

- (ix) Relate the following sentence to the option that best matches:- In a Selling Process in today's world:
- a) Only standard products are sold
b) No customization required
c) the seller need not have product knowledge
d) the seller should aim at customer satisfaction
- (x) Select the correct option that best matches. McDonald's and KFC are good examples of: _____
- a) Distributors
b) Franchising
c) Merchant
d) Retailers
- (xi) Delivery Channels correlates to:
- a) Sales outlets
b) Purchased goods
c) Product shelf-life
d) Courier person
- (xii) Select the option that best matches. When the manufacturer establishes two or more channels catering to the same market, then _____ occurs.
- a) Vertical channel conflict
b) Horizontal channel conflict
c) Multi-channel conflict
d) None of these
- (xiii) Select which of the following is not a strategic role of sales management?
- a) Tracking
b) Reporting
c) Delivery
d) Optimizes distribution
- (xiv) Conclude the following sentence:- The target group for Education loans is _____
- a) Meritorious students seeking higher education
b) All colleges
c) All parents
d) All research Scholars
- (xv) Recall the full-form of MRP
- a) Merchandize retail price
b) Manufacturer's retail price
c) Maximum retail price
d) Minimum retail price

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Write the objectives of sales quotas. (3)
3. Discuss how to overcome the sales objections? (3)
4. Describe the concept of Job analysis. (3)
5. Compare the role of whole seller and retailer ? (3)
6. Write down the factors that determine choice of channels of distribution ? (3)

OR

How does a sales Manager design a sales territory and what are the different shapes of territory design? (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Explain that "Salesmanship is persuasion applied to the sale of merchandise or services". (5)
8. Assess why role playing is an effective way of training sales people. (5)
9. Explain How do customers decide on a retailer? (5)
10. Explain, What are the objectives of sales quotas? (5)
11. Explain, How to overcome the sales objections? (5)
12. Appraise the factors that should be considered while designing Warehouse. (5)

OR

Explain, What do you mean by sales territories? (5)
