



BRAINWARE UNIVERSITY

Library
Brainware University
398, Ramkrishnapur Road, Barasat
Kolkata, West Bengal-700125

Term End Examination 2022
Programme – MBA-2018/MBA-2020/MBA-2021
Course Name – Sales and Distribution Management
Course Code - MM301
(Semester III)

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 what does A Lead in marketing jargon, means

a) A likely consumer	b) A metal
c) A leash	d) A team leader
 - (ii) Identify what does a prospect means

a) details of a company	b) a likely buyer
c) head of organization	d) None of these
 - (iii) Identify what does lead generation means

a) Tips for better production	b) Tips for selling tactics
c) Generating leaders	d) Likely sources for prospective clients
 - (iv) Complete the following sentence:- Prior to the Industrial Revolution, selling was no problem and no sales team is required because_____

a) Marketing was not a subject then	b) People was not a subject then
c) People don't want to sell anything	d) Small-scale enterprises dominated the economic scene
 - (v) Complete the following sentence:- Push marketing style requires_____

a) Collective effort	b) Good pushing strength
c) Lengthy talks	d) Ability to identify the leads
 - (vi) Complete the following sentence:- 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
 - (vii) Select the correct option that best matches. Retailer must consider the major product variables like _____.

a) Service mix	b) Product assortment
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- c) Store atmosphere
 (viii) Select the correct option that best matches. 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
- (ix) Assess the following situation and select the correct option. A key activity that a Sales Manager might do in a typical month is making sales calls with a salesperson. The main reason for this is to _____
- a) Look for a reason to fire the salesperson
 b) Establish the sales manager as the account lead
 c) Use joint sales calls as a training and coaching tool
 d) Observe how the salesperson manages expense account
- (x) Choose the correct option for the following statement:- A situation where by market is expanded by developing new products to satisfy new consumer needs is called _____
- a) Market development
 b) Diversification
 c) Both Market development and Diversification
 d) Neither Market development and Diversification
- (xi) Construct the following statement:-When commission is combined with a base salary it is known as
- a) Commission based compensation plans
 b) Straight salary compensation plan
 c) Territory-volume compensation plans
 d) Profit margin/ revenue based sales compensation plans
- (xii) Construct the following statement:- Projection on the basis of past records is a method of _____
- a) value analysis
 b) sales forecasting
 c) standard appraisal
 d) sales MBO
- (xiii) Recall the meaning of market potential
- a) It is an estimate of maximum possible sales opportunities
 b) It is an aspect of marketing strategy
 c) It's all about obtaining new customer
 d) None of these
- (xiv) Recall which one of the following is not an exchange function
- a) Product planning and development
 b) Buying
 c) After sales service
 d) Selling
- (xv) Select the correct option which best describes "Selling."
- a) Same as marketing
 b) More than marketing
 c) Offering discounts
 d) A sub-function of marketing

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Briefly explain: Sales budget. (3)
3. Briefly describe: Stimulus Response Selling. (3)
4. Illustrate the importance of channels of distribution. (3)
5. Explain public distribution and illustrate its special features. (3)
6. Write short notes on: Productivity analysis (3)

OR

Write the methods of sales force training. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Compare single-channel and multi-channel retailing. (5)
8. Summarise the concept of Need Satisfaction Selling. (5)
9. State about the concept of Sales Presentation. (5)
10. Differentiate between marketing and selling? (5)
11. Write the importance and objectives of training of sales persons. (5)
12. Evaluate the requirement of a good sales compensation plan. (5)

OR

Explain how does channel provides distribution efficiency. (5)
