

**PARUL UNIVERSITY**  
**FACULTY OF COMMERCE**  
**B.Com. (Hons) Summer 2018 - 19 Examination**

Semester: 3

Date: 25/04/2019

Subject Code: 16103202

Time: 02:00 pm to 04:30 pm

Subject Name: Sales and Distribution Management

Total Marks: 60

**Instructions:**

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

**Q.1 Do as directed.****A) Multiple choice type questions. (Each of one mark)****(06)**

1. Sales through \_\_\_\_\_ is most important contact point with customers
  - a) Staff
  - b) Internet
  - c) ATM
  - d) None of the above
2. This is the most emerging trend in the 21<sup>st</sup> century sales management
  - a) CRM
  - b) Sales force diversity
  - c) Sales team approach
  - d) All of the above
3. The designing of sales territory have plenty of advantages to a firm like
  - a) Full market coverage
  - b) Effective workload distribution among sales man
  - c) Optimum utilization of Sales force
  - d) All of the above
4. Following are the types of sales quotas except.....
  - a) Sales volume quota
  - b) Sales budget quota
  - c) Product quota
  - d) none of the above
5. this is not a type of retailer
  - a) Department Store
  - b) Super market
  - c) E-tailer
  - d) Manufacturer
6. disagreement between two different roles is known as
  - a) Latent conflict
  - b) Perceived conflict
  - c) Felt conflict
  - d) manifest conflict

**(B) One liner Question(Each one mark)****(06)**

1. What do you mean by Sales management?
2. What is Sales Process?
3. What is Sales forecasting?
4. What do you mean by Sales territory?
5. What is sales Organization?
6. What is Sales force Management?

**Q.2 Short Note Questions. (Each of 04 Marks)****(12)**

1. Explain the role of sales manager.
2. Recruitment of sales force
3. The need of Sales forecasting

**Q.3 Answer the following. (Any three)****(18)**

1. Explain pattern of distribution in detail
2. Explain different types of channel format in detail
3. What is buyer behavior? Explain buying decision process in detail
4. Explain Sales process in detail

**Q.4 Answer the following. (Any Two)****(18)**

1. Explain different stages in channel conflict in detail with suitable illustration
2. Explain the need of distribution
- 3 Explain types of retailer in detail