

**PARUL UNIVERSITY**  
**FACULTY OF COMMERCE**  
**B.Com.(Hons), Winter 2017 – 18 Examination**

**Semester: 3****Subject Code: 16103202****Subject Name: Sales and Distribution Management****Date: 20-12-2017****Time: 10:30AM to 01:00PM****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. Mr. Kafeel, a sales person from Xerox, develops a list of potential customers and evaluates them on the basis of their ability, willingness, and authority to purchase copy machines. This process is called \_\_\_\_\_.
  - A. Customer search
  - B. Sales preparation
  - C. Approaching the customer
  - D. Prospecting
2. Avon, Amway, and Tupperware use which of the following forms of channel distribution?
  - A. Direct marketing channel
  - B. Indirect marketing channel
  - C. Forward channel
  - D. Fashion channel
3. 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 the above
4. 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

5. The five-stage model of the consumer buying process includes all of the following stages except \_\_\_\_\_.

  - A. Problem recognition.
  - B. Information search
  - C. Social interaction
  - D. Purchase decision

6. A fundamental part of the distribution function is to get the product:
  - A. To the right place at the right time
  - B. Launched into new markets
  - C. To intermediaries
  - D. To market to avoid channel conflict

**B) Definitions / One-liners / Terms. (Each of one mark) (06)**

1. Why there arises need for breaking the bulk?
2. What is Zero Level Channel?
3. Which are the various types of Sales Quotas?
4. Who are Merchant Wholesalers?
5. What is the job of Delivery salespeople?
6. What is Reward Power?

**Q.2 Numerical / Short Note Questions. (Each of 04 mark) (12)**

1. Write a Short Note on Qualities of Salesman.
2. "For transporting perishable products to distant places air transport is most suitable and cheaper." Explain.
3. Write a Note on:
  - i. Spatial Discrepancy
  - ii. Temporal Discrepancy

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

1. Explain how Sales Management becomes an integral Part of Marketing Management and why it occupies an important role in success of an organisation ?
2. Explain the role and importance of intermediaries.
3. What is channel conflict? What are the types of channel conflict?
4. Define Wholesaling? Which are the services provided by the wholesalers to Manufacturers.

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

1. Write Sales Process and explain the various steps involved in the Process.
2. Explain various kinds of retailers and their features.
3. What do you understand by sales organization structure? Describe various types of sales organization structures.