

PARUL UNIVERSITY
FACULTY OF COMMERCE
B.Com. (Hons), Winter 2018 – 19 Examination

Semester: 3

Subject Code: 16103202

Subject Name: Sales and Distribution Management

Date: 28/11/2018

Time: 10:30am to 1:00pm

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 Process of planning, analyzing, controlling and implementing activities of sales force is classified as

- | | |
|------------------------------|----------------------------|
| a) indirect sales management | b) direct sales management |
| c) sales force management | d) persuasion management |

2. Step of personal selling process in which sales person learns about potential buyer before making a call for sale is classified as

- | | |
|-----------------|---------------------|
| a) Pre approach | b) Sales nomination |
| c) qualifying | d) prospecting |

3. The designing of sales territory have plenty of advantages to a firm like

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|---------------------------------------|--|
| 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.....

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|-----------------------|-----------------------|
| a) Sales volume quota | b) Sales budget quota |
| c) Product quota | d) none of the above |

5 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 |

6. Network of delivering products to customer which is composed of distributors, suppliers and manufacturing company is classified as

- | | |
|----------------------------|----------------------------|
| a) supply chain management | b) marketing channels |
| c) delivery channels | d) Value delivery networks |

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

1. What do you mean by personal selling?
2. List out the skills of sales manager
3. What do you mean by Sales organization?
4. Define retailers
5. What do you mean by channel information system?
6. What is channel conflict?

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

1. Explain the role of a modern sales manager in detail
2. Discuss the stimulus response model of buyer behavior in detail
3. Explain the importance of setting up sales territory in detail

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

1. Explain basic types of sales quotas
2. Explain different types of channel format in detail
3. explain calculating return on investment for channel members
4. Explain types of retailer in detail

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

1. Discuss need for distribution Channels in detail
2. Explain different stages in channel conflict in detail with suitable illustration
3. Explain demand forecasting process in detail