

PARUL UNIVERSITY
FACULTY OF COMMERCE
B.Com. (Hons) Winter 2019 – 20 Examination

Semester: 3

Date: 02/12/2019

Subject Code: 16103202

Time: 10:30 am to 01:00pm

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 21st 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) Definitions / One-liners / Terms. (Each of one mark)**(06)**

1. What do you mean by sales management?
2. List out the steps of sales process
3. What do you mean by “overcoming objection” in sales process
4. What is sales recruitment
5. What do you mean by Marketing channels?
6. What is channel conflict?

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

1. Explain the role of sales management.
2. Recruitment of sales force
3. Elements of channel information system

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. The need of information system in channel management
4. Explain types of retailer in detail

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

1. What is buyer behavior? Explain buying decision process in detail
2. Explain different stages in channel conflict in detail with suitable illustration
3. Explain the need of distribution