

**PARUL UNIVERSITY**  
**FACULTY OF COMMERCE**  
**B.Com. (Hons) 2019 Remedial Examination**

Semester: III

Subject Code: 161003202

Subject Name: Sales and Distribution Management

Date: (05/03/2019)

Time:

Total Marks:

**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.

<b>Q.1</b>	<b>Do as directed.</b>	
<b>A)</b>	<b>Multiple choice type questions. (Each of one mark)</b>	<b>(08)</b>
	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
	7 What do you mean by sales management?	
	8 What do you mean by sales management?	
<b>Q.2</b>	<b>Short Note Questions.</b>	<b>(08)</b>
	1. Explain the role of sales management.	
	2. Recruitment of sales force	
<b>Q.3</b>	<b>Answer the following.</b>	<b>(08)</b>
	1. Explain pattern of distribution in detail	
	2. Explain different types of channel format in detail	
<b>Q.4</b>	<b>Answer the following.</b>	<b>(08)</b>
	1. What is buyer behavior? Explain buying decision process in detail	
<b>Q.5</b>	<b>Write a note on (Any two)</b>	<b>(08)</b>
	2. Explain different stages in channel conflict in detail with suitable illustration	
	3. Explain the need of distribution	
	4 Explain types of retailer in detail	