Time: 2. 1/2 Hrs		1	Total Marks: 75	
NB (1	) All questions are compulsory.			
(2)	Figures to the right indicate full ma	ırks.		
		,-2		
QIA	. Select the appropriate answer from	n the alternatives give	en below.	
	(Attempt any Eight)		(08)	
1,	is the only department that	generates revenue for t	120	
	a. Sales	b. Production	10.7	
	c. Marketing	d . Finance		
2.	Atstage of selling	process queries of custo	omers are resolves.	
	a. prospecting	b. objection handling		
	c. demonstration	d. closing of sales		
3.	Difference in opinion amongst chang		3	
	a. closing of sales	b. channel conflicts	3	
	c. increase in competition	d. effective communication	cation	
4.	Government involvement is more in	marketing.		
	a. National	b. International		
	c. Local	d. Regional		
5.	provides competitive advant	age.		
	a. CRM	b. PDM		
	c. SDM	d. AIDA		
6.	Channels of distribution starts with			
	a. consumers	b. retailers		
	c. manufacturers	d. wholesalers		
7.	Sales performance is measured throu	igh		
	a. total sales	b. total production		
	c. total purchase	d. total human resoure	ce	
8.	KRA is given in the form of			
	a. equation	b. percentage		
	c ratio	d figure		

9. Communication proces	ss is incomplete without			
a. meaning	b. feedback			
c. noise	d. salesperson			
10 selling st	trategy uses push strategy.			
a. Hard	b. Soft			
c. Win Win	d Interpersonal			
Q I B. State whether the fol	llowing statements are True or False.			
(Attempt any Seven		(07)		
1. Sales targets are also	called as sales quota.			
2. Intensive distribution	n is suitable for the distribution of mass consu	nption goods		
3. Consumer friendly tr	ade practices are ethically sound.			
4. International selling	involves use of single currency.			
5. There are six types of	f channel conflicts.			
6. Wholesaler and distri	ibutor is synonymous term.			
7. Activity quota is also	o called as financial quota.			
8. Indirect marketing i	is called as zero level marketing.			
9. Sales management of	only manages salesperson.			
10. In Win-Win strateg	y both the customer and sales man are satisfied	d.		
Q II a. Discuss the different	types of sales organisation structures.	(08)		
Q II b. State and explain the	role of sales department.	(07)		
3	OR			
Q II c. Describe the importan	nce of distribution in marketing.	(08)		
Q II d. Highlight the qualities of a good sales manager.				
5.5				
Q III a. Discuss the selling process.				
Q III b. Explain the various	selling strategies.	(07)		

## OR

Q III e. Explain the concept of sales forecasting and discuss the qualitative m	ethods of sales
forecasting.	(08)
Q III d. Differentiate between national selling and international selling.	(07)
Q IV a. Elaborate the functions of distributors.	(08)
Q IV b. Narrate the reasons for channel conflict.	(07)
OR	
Q IV e. Explain the functions of wholesaler.	(08)
Q IV d. Write a note on exclusive distribution.	(07)
Q V What are the methods for supervision and control of sales force?	(15)
OR	
Q V Write Short Notes (Attempt any Three)	(15)
Methods to resolve channel conflict	
Sales management audit Functions of retailer	
4. Key Result Areas (KRAs)	
5. Methods for closing of sales	