

Program/Sem: T.Y.B.M.S – Sem - V Course: Sales & Distribution Management
Program Code: 2M00155 Course Code: 46010

Duration: 2 ½ Hour 08 NOV 2025 Max. Marks: 75

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.

Q. 1 Attempt the following.

A. Fill in the blanks with an appropriate answer from the alternatives given.(Any 8) [08]

- i). _____ Department generates revenue for the organization.
(a) Accounts (b) Sales
(c) Marketing (d) Finance
- ii). _____ provides competitive advantage.
(a) CRM (b) AIDA
(c) SDM (d) PDM
- iii). _____ is related to developing list of potential customers.
(a) Prospecting (b) Objection handling
(c) Demonstration (d) Closing of sales
- iv). Soft sell uses _____ strategy.
(a) pull (b) push
(c) aggressive (d) forceful
- v). _____ reflects the performance of the distribution channel.
(a) Reports (b) Profiles
(c) Targets (d) Budgets
- vi). Channel policy must be updated with _____ dynamics.
(a) pricing (b) promotion
(c) market (d) product
- vii). Avon, Amway, and Tupperware use _____ form of channel of distribution.
(a) direct (b) indirect
(c) backward (d) forward

viii) At the _____ stage of selling process queries of customers are resolved.

- | | |
|------------------------|----------------------|
| (a) objection handling | (b) demonstration |
| (c) prospecting | (d) closing of sales |

ix). Communication process is incomplete without _____.

- | | |
|-----------------|--------------|
| (a) meaning | (b) noise |
| (c) salesperson | (d) feedback |

x). Five styles of conflict resolution were developed by _____.

- | | |
|-------------------|--------------------|
| (a) Peter Drucker | (b) Kenneth Thomas |
| (c) Joseph Luft | (d) Philip Kotler |

B. True or False: (Any 7)

[07]

- i). International selling may involve trade barriers and cultural challenges.
- ii). Channel conflict disrupts coordination among channel members.
- iii). Marketing and sales are interchangeable terms.
- iv). Price helps regulate market demand for products.
- v). CRM helps firms follow a customer-centric business approach.
- vi). Wholesalers bear certain business risks on behalf of manufacturers.
- vii). Intensive distribution is ideal for convenience or mass-consumed goods.
- viii) Ethical trade practices enhance customer trust and brand reputation.
- ix). Indirect marketing is also known as zero-level marketing.
- x). Sales management involves planning, directing, and controlling the sales force.

Q. 2 Attempt either A or B.

[15]

- A. a) Explain any two types of sales organization structures with the help of diagrams. [08]
b) State and explain the qualities of a good sales manager. [07]

OR

- B. c) Describe the step-by-step process involved in selling [08]
d) What role do intermediaries play in the sales and distribution process? [07]

- Q. 3 A Attempt either A or B. [15]**
- a) What are the various types of sales quotas used in organizations? [08]
 - b) Discuss the main reason of conflicts in distribution channels [07]

OR

- B. [15]**
- c) Distinguish between Domestic selling and international selling [08]
 - d) Mention the various features of a wholesaler [07]

- Q. 4 A. Attempt either A or B. [15]**
- a) Distinguish between consumer selling and organizational selling [08]
 - b) What are the reasons for unsuccessful closing of a sale? [07]

OR

- B. [15]**
- c) Explain the methods of Sales forecasting [08]
 - d) Define channel conflict and explain its various types. [07]

- Q. 5 Attempt either (A and B) or C. [15]**
- A. State and explain the strategies of selling. [08]
 - B. What are the different methods used to close a sale? [07]

OR

- C. Short Note: (Any 3) (5 marks each) [15]**
- a) Sales management audit
 - b) Indirect method of Supervision and Control
 - c) 3 E's for evaluating channel
 - d) Key Result Areas
 - e) Ethics in Sales Management

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