

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 _____.

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

B. True or False: (Any 7)

1071

- 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.
b) State and explain the qualities of a good sales manager.

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

-- X - - X--