

Question Paper Pattern for Semester End Examination (60 Marks)

- There will be Five Questions in all.
- Q1 would be compulsory and would carry 20 Marks
- In addition to Q1, there would be six questions. Each question would carry 10 Marks. Each of
- these Six Questions will have three sub – questions and each sub – question would carry 05 Marks
- Students have to attempt any four out of the remaining six Questions and within each question; students have to attempt any two out of three sub – questions.

Q1 MCQs
(Compulsory)

20 Marks

1. If a company chooses to employ its own sales force, the three organizational structures it may use are:
A. Dollar volume, geography, and customer.
B. Geography, customer, and product.
C. Geography, market size, and product.
D. Market size, product, and customer.
2. Long-term compensation plans:
A. Include bonuses and contests
B. Should be evaluated and modified quarterly
C. Should be well thought out, so that few changes will be needed from year to year
D. Must be developed so that short-term compensation plans will not be necessary
3. _____ is teaching how to do the jobs.
A. Sales personnel
B. Sales target
C. Sales force training
D. . Induction
4. Which of the following is NOT one of the major factors affecting how compensation is structured for a sales force?
A. wage level in relation to salespeople in other organizations in the industry
B. salesperson's individual wage
C. wage structure for the sales force
D. number of new customers in each sales territory
5. Which of the following elements is NOT used for determining the size of a sales force in the workload method?
A. Number of salespeople.
B. Number of customers.
C. Length of an average call.
D. Number of years in sales experience

6. The most frequently used type of compensation plan is a:
- A. Straight salary compensation plan.
 - B. Straight commission compensation plan.
 - C. Combination compensation plan.
 - D. Weighted compensation plan.
7. In medium and large firms, one would find the.....types of organization
- A. Line sales organization
 - B. Line and staff sales organization
 - C. Functional sales organization
 - D. None of the above
8. _____ is a broad range of activities concerned with efficient movement of finished goods from the end of the production line to the consumer.
- A. Physical distribution.
 - B. Channel of distribution
 - C. Intensive distribution.
 - D. None of these.
9. Which of the following is not a non-store retailing?
- A. Tele marketing.
 - B. Direct marketing.
 - C. Kiosk marketing.
 - D. Retail chains.
10. In _____, manufacturers supply products to a limited number of outlets in the target market.
- A. Selective distribution
 - B. Geographical distribution
 - C. Intensive distribution.
 - D. executive distribution.
11. Which company is the pioneer in direct marketing?
- A. Johnson & Johnson.
 - B. Eureka Forbes.
 - C. Avon cosmetics.
 - D. Cipla.
12. Ensuring the availability of the products and services as and when required by the customers is _____ utility.
- A. Time.
 - B. Place.
 - C. Form.
 - D. Profession

20. Direct marketing refers to a communication between the _____ and directly.
- A. Seller and the buyer.
 - B. Firm and suppliers
 - C. Society and target market.
 - D. price and service.
21. Direct marketing is sometimes called _____.
- A. Self-service.
 - B. Retail stores.
 - C. Armchair shopping.
 - D. None of these.

Attempt Any Four out of the Remaining Six Questions

Q2 Any two from (a) or (b) or (c) ----- (5x2) = 10 Marks

- (a) Define B2B in sales management? (5 Marks)
- (b) Define B2C in sales management? (5 Marks)
- (c) Define teams in inside sales (5 Marks)

Q3 Any two from (a) or (b) or (c) ----- (5x2) = 10 Marks

- (a) Explain external Sales Teams (5 Marks)
- (b) What are the 7 Selling skills (5 Marks)
- (c) Define Problem Solving Skills (5 Marks)

Q4 Any two from (a) or (b) or (c) ----- (5x2) = 10 Marks

- (a) Define 7 step sale process (5 Marks)
- (b) What is Negotiation technique (5 Marks)
- (c) How to close a sale (5 Marks)

Q5 Any two from (a) or (b) or (c) ----- (5x2) = 10 Marks

- (a) what are the objective of training? (5 Marks)
- (b) Explain forecasting method? (5 Marks)
- (c) Explain the concept of Attention od AIDA model (5 Marks)

Q6 Any two from (a) or (b) or (c) ----- (5x2) = 10 Marks

- (a) Define territory Management? (5 Marks)
- (b) Explain the Rules for Time management? (5 Marks)
- (c) Explain Sale Route planning? (5 Marks)

Q7 Any two from (a) or (b) or (c) ----- (5x2) = 10 Marks

- (a) Explain Recruitment strategic? (5 Marks)
- (b) Explain the source of recruitment? (5 Marks)
- (c) What Is direct hiring? (5 Marks)

Note: A Student has to separately secure minimum 50% marks (i.e 20 out of 40) in the Internal assessments and secure minimum 50% marks (i.e 30 out of 60) in the Semester End Examination in every subject to be declared as Pass.