

VPM's
Programme: EP MBA (2018-2019)
Batch: Eight
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Subject	SALES AND DISTRIBUTION MANAGEMENT		
Roll No.		Marks	60 Marks
Total No. of Questions	60	Duration	1 Hour
Total No. of pages		Date	

Put circle on correct answer

1. From the economic system's point of view, the role of marketing intermediaries is to transform.
 - a) assortments of products made by producers into the assortments wanted by consumers
 - b) consumer needs and wants into product desires
 - c) consumer needs into producer needs
 - d) raw products into finished products

2. A distribution channel moves goods and services from producers to consumers. It overcomes the major time, place, and _____ gaps that separate goods and services from those who would use them
 - a) Profit
 - b) Image
 - c) Possession
 - d) Psychological

3. _____ usually offer the firm more than it can achieve on its own, through their contacts, experience, specialization and scale of operation, .
 - a) Manufacturers
 - b) Intermediaries
 - c) Producers
 - d) Direct marketers

4. Type of sales person who work from their offices through internet or telephone are classified as
 - a) Channel intermediaries
 - b) Nominal sales force
 - c) Inside sales force
 - d) Outside sales force

5. What are the type of sales people who travel to call all customers in field is classified as
 - a. inside sales force
 - b. outside sales force
 - c. channel intermediaries
 - d. nominal sales force

6. Standard amount that must be sold by salesperson of company's total product is classified as
 - a) sales contest
 - b) expense quota
 - c) production quota
 - d) sales quota

7. What are the sales force structure in which salespeople are designated to sell company's product to certain industries or customers is classified as
 - a. customer sales force structure
 - b. product sales force structure
 - c. indirect sales force structure
 - d. territorial sales force structure

8. Third step in personal selling process after completion of pre-approach step is to
 - a) prospecting and qualifying
 - b) handling objections
 - c) approach
 - d) presentation and demonstration

9. Sales force structure in which a sales representatives works to sell specific items of product line is classified as
 - a) indirect sales force structure
 - b) territorial sales force structure
 - c) customer sales force structure
 - d) product sales force structure

10. Personal selling step in which sales person asks for an order to customer is classified as
 - a) shipper approach
 - b) handling shipment
 - c) closing
 - d) follow up

11. What is the Promotion technique for consumers according to which demonstrations and displays of products are made at place of sale is called
 - a. point of purchase promotion
 - b. cents off deals
 - c. sales premium
 - d. advertising specialties

12. Distribution strategy in which company limits its outlets in different regions or buyer can buy in only company's territory is classified as
 - a) intensive territorial agreement
 - b) selective territorial agreement
 - c) inclusive territorial agreement
 - d) exclusive territorial agreement

13. Makers of televisions, cameras, tyres, furniture, and major appliances normally use which of the following distribution channel forms?
 - a. direct marketing channel
 - b. indirect marketing channel
 - c. horizontal channel
 - d. synthetic channel

14. To maximize the performance of their field sales forces, companies should
 - a. review staff expense accounts
 - b. retrain staff in sales techniques
 - c. develop a strong marketing plan
 - d. develop a strong advertising plan

15. The advantage of using a commission form of sales compensation?
 - a. The salesperson will be highly motivated.
 - b. The salesperson will regularly collect sales data.
 - c. Accounts will be serviced on a regular basis.
 - d. Accounts will be more productive.

16. What does Qualifying a prospect mean
 - a. identical with checking references for an applicant
 - b. determining which applicant to hire
 - c. conducting an exit interview
 - d. determining if a prospect is interested in a product

17. What is the method where Projection is made on the basis of past records called?
 - a. value analysis
 - b. sales forecasting
 - c. standard appraisal
 - d. sales MBO

18. What is matching the capabilities of the sales recruit to the needs of the organization is called as
 - a. congruence
 - b. realism
 - c. selection
 - d. socialization

19. Which of the following areas of training for sales managers is most frequently neglected
 - a. Forecasting and budgeting techniques
 - b. Accounting principles
 - c. Marketing principles
 - d. Management principles

20. Sales performance evaluations are necessary to
 - a. ensure management meets its goals
 - b. supplement and enhance training
 - c. provide feedback to salespeople
 - d. keep salespeople on their toes

21. Strategy of distribution in which seller limits its dealers to not to sell any competitors products is classified as
- exclusive distribution
 - exclusive dealing
 - inclusive distribution
 - intensive distribution
22. System which calls for managing, motivating, selecting and evaluating performance of marketing channels over time is called
- vertical management
 - horizontal management
 - marketing channel management
 - distribution management
23. Using manufacturer's representatives or sales branches is usually a characteristic of which of the following channel forms?
- business marketing channels
 - customer marketing channels
 - service marketing channels
 - direct marketing channels
24. Who of the following sells to the customers?
- Semi wholesalers
 - Wholesalers
 - Retailer
 - Distributor
25. The benefits of marketing channels are.....
- Cost saving
 - Time saving
 - Financial support given
 - All of the above
26. _____ is a layer of intermediaries that performs some work in bringing the product and its ownership closer to the buyer.
- A direct marketing channel
 - An indirect marketing channel
 - A channel level
 - A channel switching system
27. _____ is a marketing channel that has no intermediary levels.
- direct marketing channel
 - indirect marketing channel
 - forward channel
 - hybrid channel

28. One of the following statements about the sales force in the 21st century is true? .
- a) Sales managers will use a hands-off approach and let the professional salesperson be his or her own boss
 - b) Transactional exchanges no longer occur
 - c) Sales management must be smart and nimble and provide technology-centered solutions to support the sales effort
 - d) Salespeople make little use of the Internet because they realize the importance of the personal touch
29. Independent firms at different channel levels integrate their programs on a contractual basis to achieve systemic economies and increased market impact are known as.....
- a) Corporate vertical marketing systems
 - b) Contractual vertical marketing systems
 - c) Administered vertical
 - d) None of the above
30. The difference between transactional selling and relationship selling is
- a) In transaction, selling buyers must pay cash
 - b) In relationship selling, buyers and sellers must be related
 - c) In transaction selling, sellers provide greater service
 - d) In relationship selling, sellers work to provide value to their customers
31. The work of setting up objectives for selling activities, determining and scheduling the steps necessary to achieve these objectives is known as.....
- a) Selling
 - b) Sales policy
 - c) Sales program
 - d) Sales planning
32. Which is not a strategic role of sales management?
- a) Tracking
 - b) Delivery
 - c) Optimizes distribution
 - d) Reporting
33. A large marketing intermediary, but not as large as a sole selling agent in terms of size, resources and territory of operation is known as.....? .
- a) Semi-wholesalers
 - b) Direct marketing channel
 - c) Sole selling agent
 - d) Wholesaler
34. If there is a higher margin on one product category, the buyer should allocate more space
- a. True
 - b. False
35. Space management planning is a merchandising support?

- a. True
 - b. False
 - c. None of the above
36. Carol is studying the potential for selling her company's products in China. As part of her analysis, she is assessing the number, types and availability of wholesalers and retailers. Carol is studying the country's ?
- a) Natural conditions
 - b) Technological feasibility
 - c) Social and cultural norms
 - d) Distribution structure
37. Sarah and Steve are sales reps for a major pharmaceutical company in the same geographic area. Sarah calls on private practice physicians, while Steve calls on hospital groups. Their sales manager would likely have an ethical dilemma in the area of.
- a) Determining compensation and incentives
 - b) Equal treatment in hiring and promotion
 - c) Respect for individuals in supervisory and training programs
 - d) Fairness in the design of sales territories
38. Which of the following is an example of the external natural environment for a manufacturer of metal lawn furniture?
- a) A longer than usual distribution channel due to a rail strike
 - b) Consumer trend toward treating gardens like another room
 - c) The popularity of metal lawn furniture that looks vintage rather than newly bought
 - d) A flood at the manufacturer's main warehouse
39. Which of the following essential traits are needed for a successful sales person?
- a. Passion
 - b. Endurance
 - c. Empathy
 - d. All of the above
40. Improved stock management reduces:
- a) Excess stock situation
 - b) Out of stock situation
 - c) Both a & b
 - d) None of the above
41. The sources of customer expectations are market-controlled factors such as:
- a) Word-of-mouth communication
 - b) What the competition is offering
 - c) The individual's innate needs
 - d) Sales promises
42. Which of the following is NOT an important issue confronting sales force managers in the 21st century?
- a) Creating more nimble sales force organization

- b) Building long-term relationships with customers
 - c) Gaining greater commitment from salespeople
 - d) Shifting sales management from coaching to commanding
43. Compared to transactional selling, relationship selling involves?
- a) Adding value to the customer's business
 - b) Reducing the size of the sales force
 - c) Emphasizing price
 - d) All of the above
44. For today's salespeople, technology to help them do their jobs include?
- a) The Internet
 - b) Efficient consumer response systems
 - c) Customer relationship management systems
 - d) Electronic data interchange
 - e) All of the above
45. Effective leadership of salespeople includes _____?
- a) Communicating rather than controlling
 - b) Becoming a cheerleader instead of a supervisor
 - c) Empowering salespeople rather than directing them
 - d) Becoming a coach instead of a boss
 - e) All of the above
46. Sales management is a global endeavor because?
- a) Of the ability to communicate anywhere in the world
 - b) Of significant growth opportunities abroad
 - c) Customers are global
 - d) Communication is opening new markets
 - e) All of the above
47. Relationship selling recognizes?
- a) Long-term business relationships require ethical standards
 - b) A sucker is born every minute
 - c) Word-of-mouth advertising is not important
 - d) Repeat purchases come from transactional relationships
48. The most effective way for management to influence the ethical performance of their salespeople is?
- a) By creating legal questions
 - b) By redefining sales territories to prevent collusion
 - c) Formal strategic policy analysis
 - d) Through example
49. Harold is looking for new salespeople. In assessing what selling skills are needed, he recognizes?
- a) Selling skills and requirements can vary greatly
 - b) Different buying processes require different skills
 - c) Different markets have different selling needs
 - d) Varying product complexity creates different selling skills

e) All of the above

50. Which of the following is NOT an example of an external economic environmental factor affecting sales management?

- a) Gross domestic product
- b) Competition
- c) Consumer protection legislation
- d) Distribution channels
- e) Inflation

51. Truth-in-lending, fair packaging and labeling, and cooling-off laws are important parts of the sales management _____ environment?

- a) Economic
- b) Natural
- c) Legal and Political
- d) Technological
- e) Social and Cultural

52. For a salesperson, changing technology can?

- a) Create legal questions
- b) Improve communication
- c) Redefine sales territories
- d) Replace the use of samples
- e) All of the above

53. To meet the demands of today's B2B selling environment, sales forces may bring which of the following to the pursuit?

- a. Account manager
- b. Technical specialist
- c. Financial analyst
- d. All of the above

54. Most sales jobs provide opportunities for a sense of accomplishment and personal growth, _____ in sales careers?

- a) Autonomy
- b) Job variety
- c) Intrinsic rewards
- d) Favorable working conditions
- e) Opportunities to move up the organizational ladder

55. Which of the following is NOT one of the top ten success factors in selling?

- a) Verbal communication skills
- b) Analytical reasoning skills
- c) Follow-up skills
- d) Listening skills
- e) Closing skills

56. The increasing involvement of salespeople in non-selling activities is one major reason why?
- a) Prospecting has increased
 - b) Telemarketing is declining
 - c) Virtual office procedures have been implemented
 - d) College graduates are leaving selling
 - e) The average cost of a sales call has risen
57. The different types of sales positions?
- a) Require different types of training
 - b) Provide different opportunities for satisfaction
 - c) Offer varying levels of compensation
 - d) Bring different levels and opportunities for managing customer relationships
 - e) All of the above
58. Missionary salespeople?
- a. Take orders from existing customers
 - b. Persuade customers to buy from their distributors.
 - c. Provide technical expertise to current customers
 - d. Sell only at religious gatherings
 - e. Are visionary leaders within the sales organization
59. Danielle has identified a prospect. Next she will attempt to open a relationship with the prospect by?
- a) Determining who will ultimately purchase the product
 - b) Determining who will likely have the authority to initiate a purchase process.
 - c) Determining who will likely have the greatest influence to initiate a purchase process
 - d) Generating sufficient interest in order to qualify the prospect
 - e) All of the above
60. Tanya is putting together a buying center team to consider alternative telecommunications options for her company. Tanya's team is most likely involved in a?
- a. Straight rebuy
 - b. New-task purchase
 - c. Modified rebuy
 - d. Slotting allowance decision
 - e. Matrix organizational sale