

Bachelor of Management Studies(BMS)Programme
Third YearSemester Vand VIUnder Choice Based Credit, Grading and Semester System (REV 18-19)

Course : TYBMS
SEM : V
Group A: Marketing Electives
Paper :SALE & DISTRIBUTION MANAGEMENT

SAMPLE QUESTIONS

Sr. No	Question	A	B	C	D	Correct option	Correct option
1	_____ is a buiness discipline which is focused on the practical application of sales techniques and management of sales	selling	sales management	financial mangement	distribution management	B	sales management
2	the _____ structure is necessary when the product are technically complex and highly unrelated.	product based	functional based	hybrid structure	market structure	A	product based
3	_____ include the key performance indicator of the sales force.	sales plan	sales reporting	sales forecast	sales analytics	B	sales reporting
4	under the _____ method executive from different department are invited to develop a group forecast.	expectation method	jury of executive opinion	customer survey	sales force composite	B	jury of executive opinion
5	_____ is also known as middlemen, distrubution intermediaries.	marketing intermediaries	manufacturer	wholesaler	facilitators	A	marketing intermediaries
6	_____ conflicts involve a disagreement between two channel member on consecutive level.	vertical channel	functional channel	horizontal channel	multi channel	A	vertical channel
7	_____ deals in selling limited line of fast moving goods.	rack jobber	drop shipper	cash and carry wholesaler	merchant wholesaler	C	cash and carry wholesaler
8	_____ is a direct method of supervision and control on sales force.	telecommu nication	sales report	sales analysis	expense report	A	telecommunication
9	_____ is a systematic and purposeful study of selling activity.	sales performanc e	performance evaluation	sales forecasting	sales planning	B	performance evaluation
10	information on the _____ can be collected through source such as government, trade association report, industry, sales tax	market size	market analysis	sales analysis	new trends	A	market size
11	soft sale uses _____ strategy.	pull	push	selling	aggressive selling	A	pull
12	_____ is a based on concentrated marketing, differetiated marketing, undifferentiated marketing strategy.	product line	market coverage	channel coverage	channel partner	B	market coverage
13	wholesaler can be eliminated but not his function and _____	commission	service	need	benefit	B	service
14	_____ will help the sales people to locate the need of customer.	sales analytics	sales acumen	sales objective	technology	A	sales analytics
15	inter-exchange in _____ between the salesperson and the customer result in sales.	sales	product	communicati on	decision	C	communication
16	sales performance is measured through _____	total sales	total purchase	total prouction	total performance	A	total sales
17	_____ is a outcome of combination of relationship marketing with information technology.	CRM	customer service	team selling approach	technology innovation	A	CRM
18	efficiency maintain strict _____ orientation.	financial	time	subject	market	B	time
19	_____ consists of making initial contact with prospect.	prospecting	selling	approach	closing	C	approach
20	articles of mass consumption are sold through _____ distribution.	selective	intensive	exclusive	direct channel	B	intensive
21	supervision and control of sales force should not be merely _____.	directing salesforce	fault finding	fact finding	for punishing sales person	C	fact finding
22	_____ channel create time, place and possession utilities.	marketing	transport	distribution	intermediaries	C	distribution
23	_____ skill is a systematic approach to defining the problem and creating a vast number of possible solution.	problem solving	negotiation	trust building	communication	A	problem solving
24	companies use _____ as a means or mechanism for analysis and control of channel operation.	sales audit	distribution audit	budget	reporting	B	distribution audit

25	in _____ the sales goal are set by company for its marketing unit for certain duration of time.	sales quota	sales forecast	sales objective	sales analytics	A	sales quota
26	_____ is mentorship based profession.	selling	sales management	staffing	organising	A	selling
27	_____ are the uniform for all companies.	sales objectives	key result area	sales revenue	sales objectives	B	key result area
28	global perspective is one _____ trend in sales and distribution management.	favourable	new	old	out dated	B	new
29	_____ are the primary clients of distributors.	wholesaler	producer	retailer	marketing intermediaries	B	producer
30	_____ is a plan created by the management of manufacturing business that specifies how the firm intends to transfer its relationship selling deals with sales technique that interact between _____ and customer.	market strategy	distribution strategy	product strategy	channel strategy	B	distribution strategy
31	_____ are the skills that salespeople used to communicate and interact with prospects.	social skills	selling skills	negotiation skills	adaptive skills	A	social skills
32	_____ means dividing a huge lot into small fraction and get distributed to widely scattered retailers.	assembling	distribution	break the bulk	sorting	C	break the bulk
33	time series analysis consider _____ variation.	seasonal	short term	regular	occasional	A	seasonal
34	the process of collecting customer data and checking lead customer is called _____	approach	pre-approach	prospecting	presentation	C	prospecting
35	dysfunctional conflict is also called _____ conflict.	constructive	destructive	group	inter personal	B	destructive
36	_____ method use two or more independent variables.	simple regression	multiple regression	correlation analysis	moving average	B	multiple regression
37	sales forecasting is known for _____.	accuracy	deviation	specification	research	B	deviation
38	negotiation skills build _____ with customer.	rapport	satisfaction	relation	confidence	A	rapport
39	channel of distribution _____ the scope of marketing.	achieve	enlarge	earmark	set	B	enlarge
40	_____ listening is paying attention to another person with feeling.	active	analytical	empathetic	selective	C	empathetic
41	_____ conflicts take a place due interaction of various group.	intra personal	inter personal	inter group	dysfunctional	C	inter group
42	_____ is the beneficial to both manufacturer and consumer.	breaking bulk	providing assortment	holding inventory	convenient location	A	breaking bulk
43	_____ and management information system has increased the capabilities of consumer and market organisation.	social marketing	traditional marketing	digital marketing	external marketing	C	digital marketing
44	_____ is the complementary in channel operation.	channel control	channel selection	evaluating the performance	sales audit	A	channel control
45	performance evaluation is useful as planning and _____ device.	organising	controlling	co-ordinating	directing	B	controlling
46	_____ reflected through revenue that are earned by business at the end of each financial year.	sales management	sales forecast	sales performance	sales quotas	C	sales performance
47	_____ channel create time, place and ownership utilities.	transport	distribution	product	warehouse	B	distribution
48	co-ordination and guidance help to improve the _____ of sales people.	sales volume	performance	efficiency	effectiveness	C	efficiency
49	_____ is a type of wholesaler who is maintain mailing list pf actual and prospective buyer.	rack jobber	mail order wholesaler	drop shipper	carry wholesaler	B	mail order wholesaler
50							