



BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES

3rd SEMESTER (BATCH 2018-20)

CLASS TEST - I

Sales & Distribution Management (18MBA-302A)

Total Marks : 15

Time: 1 Hour

Q1. Answer all the followings :

(5X1 Mark)

- a) Distinguish between transactional selling and collaborative selling with example.
- b) What is closing of sale? Name different closing techniques.
- c) What do you understand by Control unit?
- d) What is sales quota?
- e) Who is a missionary salesman?

Q2. Answer any two of the following questions briefly.

(2X2½ Marks)

- a) Explain the steps in selection process of salesperson.
- b) There are three control units X , Y and Z with sales potential of 700 , 980 and 340 sales call respectively. In an organization a salesperson can take 4 sales call in a day with 250 working days in a year. Design the sales territories. Also tell which method of designing you have used.
- c) Calculate the sales forecast for 2020 based upon data given below by using method of 3year moving average. Also explain for which kind of product these methods of forecasting are best suited.

Year	Actual sale (cr)
2016	920
2017	875
2018	820
2019	970

Q3. Answer any one of the following question elaborately.

(1X5 Marks)

- a) Explain the steps involved in personal selling process.
- b) What are major objectives of conducting sales training? Explain various methods of sales training program. Also tell which method in your opinion will be best suited for fresh engineering graduates who have to sell industrial products.



BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES

3rd SEMESTER (BATCH 2017-19)

CLASS TEST - I

Sales & Distribution Management (MNG-304A)

Total Marks : 15

Time: 1 Hour

Q1. Answer all the followings :

(5X1 Mark)

- a) Define personal selling
- b) What is beat or call plan?
- c) Define missionary sales people.
- d) What is canned sales presentation?
- e) What is cold calling?

Q2. Answer any two of the following questions briefly.

(2X2½ Marks)

- a) Write different methods of prospecting.
- b) Explain different types of relationship selling
- c) Explain different methods of sales presentation.

Q3. Answer any one of the following question elaborately.

(1X5 Marks)

- a) Explain the different types of sales organization structure with respect to specialization.
- b) Explain the process of personal selling.



BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES

3rd SEMESTER (BATCH 2016-18)

CLASS TEST - I

Sales & Distribution Management (MNG-304A)

Total Marks : 15

Time: 1 Hour

(Answer all the questions from Sec-A, Two questions from Sec-B and One question from Sec-C)

Q1. Explain the Terms:

(5X1 Mark)

- a) Negotiation
- b) Pre approach
- c) Logistics
- d) Jury method of sales forecasting
- e) Sales force

Q2. Answer the following questions briefly.

(2X2½ Marks)

- a) Discuss the relevance of demand forecasting?
- b) Discuss the importance of SCM?
- c) What are the different types of sales quota fixed in organisations?

Q3. Answer the question elaborately.

(1X5 Marks)

- a) Discuss the role of personal selling in modern market.
- b) Explain the roles of sales management.



BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES

3rd SEMESTER (BATCH 2015-17)

CLASS TEST - I

Sales & Distribution Management (MNG-304A)

Total Marks : 15

Time: 1 Hour

(Answer as per the instruction given in each question)

I. Answer all the following:

[0.5x10=5 Marks]

1. What is beat or call plan ?
2. What is Transactional and Relationship selling ?
3. What is market coverage?
4. Define missionary salespeople
5. What is a canned presentation ?
6. What is Prospecting?
7. What do you mean by breaking the bulk?
8. Define FAB approach
9. What is trial close?
10. Define market potential.

II. Answer any two questions :

[2.5x2=5 Marks]

1. Write different methods of sales presentation.
2. Write different methods of Prospecting
3. Explain different types of quotas

III. Answer any one question :

[1x5=5 Marks]

1. Explain different specializations within sales organization structure
2. Explain Personal selling process.



BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES

3rd SEMESTER (BATCH 2014-16)

CLASS TEST - I

Sales & Distribution Management (MBA-304A)

Total Marks : 15

Time: 1 Hour

(Answer as per the instruction given in each question)

I. Explain the following terms :

[0.5x10=5]

- a) Piggyback
- b) Lateral conflict
- c) Marketing Channel
- d) Intensive Distribution
- e) Inbound Logistics

II. Answer any two questions :

[2.5x2=5]

- a) “VMS has more importance than CMS in consumer centric market”. Explain and verify the statement.
- b) Which kind of distribution is applicable for the following types of product and why?
 - i) Car
 - ii) Tomato Sauce
- c) Describe the acceptability of organized and un-organised retail outlets in India.

III. Answer any one question :

[5 Marks]

- 1. How does Supply Chain Management (SCM) differ from Distribution Channel (DC)? Describe the role of SCM in value addition.
- 2. What do you mean by channel conflict? Describe the importance of vertical channel conflict over horizontal channel conflict

Time: 1Hr.

Total Marks: 30

(Answer *all* the questions from Sec-A, *any two* questions from Sec-B and *any one* question from Sec-C)

Sec-A

3. :

- f) Piggyback
- g) Lateral conflict
- h) Marketing Channel
- i) Intensive Distribution
- j) Inbound Logistics

Sec-B

4. Answer any two questions from the following:

- d) “VMS has more importance than CMS in consumer centric market”.
Explain and verify the statement.
- e) Which kind of distribution is applicable for the following types of product and why?
 - iii) Car
 - iv) Tomato Sauce
- f) Describe the acceptability of organized and un-organised retail outlets in India.

Sec-C

- 5. How does SCM differ from DC? Describe the role of SCM in value addition.
- 6. What do you mean by channel conflict? Describe the importance of vertical channel conflict over horizontal channel conflict