

UNIT I

Sr. No	Unit	Question	Option A	Option B	Option C	Option D	Answer
1	I	The three new-age themes in sales management are	Simplicity, nonviolence,	Responsibility, efficiency, and	Innovation, technology, and	Sustainability, ecology, and	C
2	I	Compared to transactional selling, relationship selling involves	Increased number of	Adding value to the customer's	Reducing the size of the sales force	Emphasizing price	B
3	I	For today's salespeople, technology to help them do their jobs include	The Internet	Efficient consumer response systems	Customer relationship management systems	All of the above	D
4	I	Organizationally, today's sales force managers are becoming more _____ and sales forces less	Centralized; stationary	Flexible; hierarchical	Top-down; responsive	Managed; motivated	B
5	I	Effective leadership of salespeople includes	Communicating rather than	Empowering salespeople rather	Becoming a coach instead of a boss	All of the above	D
6	I	Sales management is a global endeavor because	Of the ability to communicate anywhere in the	Customers are global	Communication is opening new markets	All of the above	D
7	I	Relationship selling recognizes	Long-term business relationships	Word-of-mouth advertising is not important	Repeat purchases come from transactional	A sucker is born every minute	A
8	I	Harold is looking for new salespeople. In assessing what selling skills are needed, he recognizes	Selling skills and requirements can vary greatly	Different buying processes require different skills	Different markets have different selling needs	All of the above	D
9	I	Which of the following is NOT part of the sales management process?	Formulation of a sales program	Securing senior management buy	Implementation of the sales program	Evaluation and control of the sales	B
10	I	Which of the following is NOT an example of an external economic environmental factor affecting sales	Gross domestic product	Competition	Consumer protection legislation	Inflation	C
11	I	In evaluating the external economic environment, salespeople are critical in understanding the competition because	Managers never know what is going on	They are often the first to observe changes in	They often are hired away by competitors	Antitrust laws prevent companies from engaging in	D
12	I	Truth-in-lending, fair packaging and labeling, and cooling-off laws are important parts of the sales	Economic	Natural	Legal and political	Technological	C
13	I	For a salesperson, changing technology	Create legal	Improve	Redefine sales	All of the above	D
14	I	The most effective way for management to influence the ethical performance of their salespeople is	By creating legal questions	Through improving communication	Formal strategic policy analysis	Through example	D
15	I	Which of the following is NOT part of a company's internal environment?	Personnel	Service capabilities	Target market sales potential	Production capabilities	C
16	I	Operations generated forecasts often not to do with	Inventory requirements	Resource needs	Time requirements	Sales	D

17	I	Which of the following is not true for forecasting?	Forecasts are rarely perfect	The underlying casual system will remain same in the	Forecast for group of items is accurate than individual item	Short range forecasts are less accurate than long	D
18	I	Which of the following is not a forecasting technique?	Judgemental	Time series	Time horizon	Associative	C
19	I	In which of the following forecasting technique, subjective inputs obtained from various sources are analyzed?	Judgemental forecast	Time series forecast	Associative model	All of the above	A
20	I	In which of the following forecasting technique, data obtained from past	Judgemental forecast	Time series forecast	Associative model	All of the above	B
21	I	Delphi method is used for	Judgemental	Time series	Associative model	All of the above	A
22	I	Short term regular variations related to the calendar or time of day is known as	Trend	Seasonality	Cycles	Random variations	B
23	I	The process of setting goals and choosing the means by which these goals will be achieved is known as:	Organising	Leading	Planning	Controlling	C
24	I	Which of the following statements best expresses the meaning of 'real goals'?	Real goals are those which, if achieved, would most enhance the reputation	Real goals express what the organisation says that it intends to do	Real goals are those to which people give most attention	Real goals are those which the organisation has achieved	C
25	I	According to goal-setting theory, which one of the following is not a motivating	Keeping goals vague	Knowledge of results of past	Participation in setting goals	Challenging goals	A
26	I	Which one of the following is not listed in the SMART acronym for assessing	Adjustable	Measurable	Rewarded	Specific	A
27	I	_____ is defined as the record of outcomes produced on a specific job function or activity during a specific time	Performance	Work function	Evaluation	None of the above	A
28	I	_____ is the personnel activity by means of which the enterprise determines the extent to which the employee is	Job evaluation	Work evaluation	Performance evaluation	None of the above	C
29	I	In which evaluation method, the evaluator is asked to describe the strong and weak aspects of the employee's	Graphic rating scale	Forced choice	Essay evaluation	Management by Objective	C
30	I	The following system combines the superior and self evaluation systems?	Graphic rating scale	Forced choice	Essay evaluation	Management by Objective	D
31	I	The multiple-input approach to performance feedback is sometimes called _____ degree assessment	90	180	270	360	D
32	I	An incentive plan may consist of	Monetary	Nonmonetary	Both 'monetary' and 'nonmonetary'	None of the above	C
33	I	The Recognition may be shown in the form of	A pat on the back of	Promotion	Assignment of more interesting tasks	All of the above	D
34	I	Advertising is the main element of the promotional mix.	TRUE	FALSE			B

35	I	The AIDA model of 'how advertising works' stands for:	Attention, interest.	Attention, involvement.	Awareness, interest, desire, action.	Attention, involvement.	C
36	I	Which of the following is not a key characteristic of advertising?	Advertising can build awareness by reaching a	Advertising has limited capability to close a sale	Advertising is very credible as the message comes from a	Advertising is highly personalised.	C
37	I	The starting point for developing an advertising campaign is:	Setting the advertising	Identifying the target market.	Understanding the firm's marketing	Defining advertising objectives.	C
38	I	A Pull promotional strategy involves:	Obtaining a client's consent to use a specific	Communicating directly to consumers	Encouraging retailers to stock your product.	Encouraging media owners to place your advert	B
39	I	Advertising is:	Based on the notion that conviction and	Providing media selection and creative work for Advertising	A paid for form of non-personal communication	Placing product information in the media without	C
40	I	When BMW supports classical concerts to entertain its customers. It is involved in:	Improving community		Sponsorship activity	Sales promotion	B
Unit II							
Sr. No.	Unit	Question	Option A	Option B	Option C	Option D	Answer

1	II	Which are the most basic :	A. Lin	B. Line a	C. Function	D. None of	A
2	II	The promotion technique f	A. poi	B. cents	C. sales pre	D. adverti	A
3	II	The personal selling step i	A. shij	B. handl	closing	D. follow	C
4	II	The sales force structure in	A. ind	B. territc	C. customer	D. produc	D
5	II	The third step in personal :	A. pro	B. handl	C. approach	D. present	C
6	II	The step in personal sellin	A. qua	B. prosp	C. follow u	D. approa	D
7	II	The type of sales person w	A. cha	B. nomi	C. inside sa	D. outside	C
8	II	In the personal selling pro	A. pre	B. demo	C. prospect	D. qualify	C
9	II	The sales promotion tools	A. eve	B. off de	C. trade pro	D. busines	D
10	II	The consumer promotion t	A. eve	B. spons	C. branding	D. premiu	A
11	II	The consumer promotion t	A. pric	B. cents	C. advertisi	D. both a :	D
12	II	The standard amount that :	A. salc	B. exper	C. producti	D. sales qu	D
13	II	The personal selling proce	A. inb	B. prese	C. demonst	D. nomina	B
14	II	The kind of sales people w	A. insi	B. outsid	C. channel :	D. nomina	B
15	II	The consumer promotion t	A. san	B. coupc	C. premium	D. cash re	C
16	II	The sales force structure in	A. cus	B. produ	C. indirect :	D. territor	D

17		Companies engage in sales	A. incre	B. increa	C. decrease	D. change	D
18		The sales force structure in	A. cus	B. produ	C. indirect	D. territor	D
19		The promotional products	A. pric	B. adver	C. sweepsta	D. cash re	B
20		The trial amount of any m	A. pre	B. adver	C. sample	D. coupon	C
21		In consumer promotions, t	A. san	B. coup	C. premiur	D. cash re	B
22		The way of selling in whic	A. nor	B. territ	C. team sell	D. group s	D
23		Organisation establishes re	(A) Pe	(B) Cust	(C) People,	(D) Custon	(A)
24		Organisation is a process c	(A) Ide	(B) Defir	(C) Both 'A	(D) None o	(C)
25		Responsibility always flow	(A) Su	(B) Subc	(C) Both 'A	(D) None o	(D)
26		Authority always flows fro	(A) Su	(B) Subc	(C) Both 'A	(D) None o	(A)
27		No one on the organisatio	(A) Pr	(B) Princ	(C) Principl	(D) Princij	(C)
28		The following is not a type	(A) Li	(B) Func	(C) Line an	(D) Flexib	(D)
29		The following is also know	(A) Li	(B) Func	(C) Line an	(D) None o	(A)
30		In line organisation, the bu	(A) Ac	(B) Prod	(C) Product	(D) Produ	(A)
31		In which of the following	(A) Li	(B) Func	(C) Line an	(D) All of	(D)
32		Which organisation struct	(A) Li	(B) Func	(C) Line an	(D) All of	(C)
33		The process of dividing th	(A) De	(B) Orga	(C) Commit	(D) All of	(A)
34		From management's point	a. With	b. The st	c. With a str	d. A straig	D
35		The three major tasks inv	a. sales	b. Devel	c. Setting sa	d. Organiz	a
36		An effective sales plan obj	a. Prec	b. Gener	c. Profitable	d. Precise,	a
37		Long-term compensation p	a. Incl	b. Shoul	c. Should be	d. Must be	c
38	 is teaching h	a. Sale	b. Sales t	c. Sales forc	d. Inductio	c
39		Which of the following is	a. wag	b. salesp	c. wage stru	d. number	d
40		The most frequently used t	a. Stra	b. Straigl	c. Combinat	d. Weighte	c
41		In medium and large firms	a. Line	b. Line a	c. Functiona	d. None of	b
42		The first step in determini	a. Wag	b. Salesp	c. Wage stru	d. Number	a
43		When commission is coml	a. Con	b. Straigl	c. Territory	d. Profit m	a

44	II	There are three interrelated	a. Rec	b. Larger	c. Personal	d. Promoti	a
45	II	In which type of compensa	a. Con	b. Straigl	c. Territory	d. Profit m	b
46	II	A company's compensatio	a. Enc	b. Rewar	c. A larger commission comp		c
47	II	There are three interrelated	a. Sala	b. Merit	c. Merit sala	d. Larger s	c

Unit III

Sr. No	Unit	Question	Option A	Option B	Option C	Option D	Answer
1	III	The marketing channel that involves no intermediaries to made their products	direct channel	indirect channel	flexible channel	static channel	A
2	III	The process of managing upstream and downstream of final goods, flow of raw materials and information about resellers and	marketing logistics network	supply chain management	delivery network	physical distribution network	B
3	III	In marketing channels, the conflict occurs in marketing channels working at same level is	steep conflict	slope conflict	vertical conflict	horizontal conflict	D
4	III	The network of delivering products to customer which is composed of distributors, suppliers and manufacturing company is	supply chain management	marketing channels	delivery channels	value delivery network	D
5	III	In marketing intermediaries, the way of distribution in which few dealers distribute company's product in selective territories is	selective distribution	intensive distribution	inclusive distribution	exclusive distribution	D
6	III	Intensive distribution is about placing the services or goods in as many as outlets as	TRUE	FALSE			A
7	III	The best strategy used for snack foods, soft drinks, candies and gum is	Exclusive distribution	Selective distribution	Intensive distribution	None of the above	C
8	III	A conventional marketing channel is formed of	Independent producer and	Wholesaler and retailer	Independent producer, wholesaler and retailer	None of the above	C
9	III	act as a	Unified system	Independent units	Depends	None of the above	A
10	III	Vertical marketing systems are a result of	Strong channel members trying to control channel	Eliminate conflict between independent members	Both a and b	None of the above	C
11	III	Direct selling can also be termed as:	Multilevel marketing	Network marketing	Both a and b	None of the above	C
12	III	In a zero level channel manufacturer directly sells to the end user.	TRUE	False			A
13	III	cost producers today sell their goods to -----	final users	final users and marketing members	Intermediaries	the government at various levels	C

14	III	1. The physical storage of goods waiting to be passed on to the customers is known as:	Stock control	Merchandising	Warehousing	Audit	C
15	III	The system in which company creates partnerships with different channels to deliver their market offering is classified as	unctional network	predatory network	hybrid network	value network	D
16	III	The strategy of marketing channel system in which company's sales force carry, promote and sell products to end users is classified as	shallow strategy	push strategy	pull strategy	bundle strategy	B
17	III	Considering marketing channel system, the strategies used by companies to manage	push strategy	pull strategy	bundle strategy	both a and b	D
18	III	The situation when companies use two or more different channels is classified as	facilitator marketing	interchanging marketing	integrated marketing	multichannel marketing	D
19	III	The intermediaries that perform functions of selling goods of different manufacturers are	trade channel	escalator channel	shallow channels	predatory channels	A
20	III	When consider marketing channels, the examples of agents are	ailers and wholesaler	ales agents and broker	transportation companies	independent warehouses	B
21	III	In marketing channels, the level of company selling its products through retailers and	one-level channel	Zero-level channel	Three-level channel	Two-level channel	D
22	III	Vertical Channel conflicts implies	A conflict between different levels within the	A conflict between same levels within the same channels	A conflict between different levels within the same channel	None of the above	C
23	III	Horizontal Channel conflicts implies	Between members at the different level	Between members at the same level within the different channel	Between members at the same level within the channel	None of the above	C
24	III	_____ prevails when the manufacturer has created two or more channels that sell to the same market.	Multichannel conflict	Horizontal channel conflict	Vertical channel conflict	None of the above	A
25	III	Channel conflict may arise from	Goal incompatibility and	Unclear rights and roles, and differences in perception	Both a and b	None of the above	C
26	III	Strategies to control channel conflict:	exchange of employee	Co-optation	Legal recourse	All of the above	D
27	III	27 The kind of joint venture in which company signs agreement with foreign producers to provide services or manufacture	investment ownership	contract manufacturing	joint ownership	management contracting	C
28	III	The global communication and product strategy in which communication and product both are adjusted to fit in foreign market is	product adaptation	raight product extension	dual adaptation	ommunication adaptation	C

29	III	All the stated terms and conditions for which the producers enfranchise all the other distributors are classified as	conditions of sale	territorial rights of distributor's	territorial rights of producers	intensive policy	C
30	III	The types of conflict that can occur in marketing channels of a product does not	vertical channel conflict	horizontal channel conflict	sealed channel conflict	multi-channel conflict	C
31	III	The manufacturer of physical products requires channels that are	delivery channels	service channels	sales channel	all of above	D
32	III	A providing preferred services by marketing channels to their customer in a collective way	functional integration	product integration	channel integration	location integration	C
33	III	The system in which company creates partnerships with different channels to deliver their market offering is classified as	functional network	predatory network	hybrid network	value network	D
34	III	Considering marketing channel system, the strategies used by companies to manage	push strategy	pull strategy	bundle strategy	both a and b	D
35	III	Considering marketing channels, the examples of facilitators are	sales agents	wholesalers	independent warehouses	retailers	C
36	III	The set of interdependent channels that participate in the process of availability of	over demand channel	marketing channels	functional channels	quotation channels	B
37	III	In marketing channels, the intermediaries whose function is to buy, label and resell the	facilitators	terminators	merchants	agents	C
38	III	The example of vertical channel conflict between intermediary channels is	conflict between wholesaler and	conflict between two retailers	conflict between two suppliers	conflict between more than two sales agents	A
39	III	The functions of marketing channels such as payment for bought goods and ordering of goods to create flow of activity in	forward direction	backward direction	leftward direction	rightward direction	B
40	III	Considering marketing channels, the examples of merchants are	retailers and wholesalers	sales agents and brokers	transportation companies	independent warehouses	A

Unit IV

Sr. No	Unit	Question	Option A	Option B	Option C	Option D	Answer
41	IV	A _____ encompasses all activities as	production line	supply chain	marketing channel	warehouse	B
42	IV	The process which involves controlling, implementing and planning the materials and final goods to meet final customer at high	exclusive distribution	exclusive dealing	physical distribution	supply chain management	C
43	IV	The logistic network through which the unwanted	inbound	outbound distribution	forward distribution	reverse distribution	D
44	IV	The logistic network which moves finished product from company to resellers and then to	risk averse distribution	reverse distribution	inbound distribution	outbound distribution	D

45	IV	The logistic network which moves the materials from suppliers to the manufacturing	inbound distribution	outbound distribution	forward distribution	reverse distribution	A
46	IV	The process of managing upstream and downstream of final goods, flow of raw materials and information about resellers and	marketing logistics network	supply chain management	delivery network	physical distribution network	B
47	IV	Which of the following is not an inventory?	Machines	Raw material	Finished products	Consumable tools	A
48	IV	The following classes of costs are usually involved in inventory decisions except	Cost of ordering	Carrying cost	Cost of shortages	Machining cost	D
49	IV	'Buffer stock' is the level of stock	Half of the actual stock	At which the ordering process	Minimum stock level below which actual	Maximum stock in inventory	C
50	IV	The time period between placing an order its receipt in stock is known as	Lead time	Carrying time	Shortage time	Over time	A
51	IV	The purpose of supply chain management is	provide customer s	improve quality of a p	integrating supply and den	increase prodction	C
52	IV	Logistics is the part of a supply chain involved with the forward and reverse flow of	goods	service	cash	all fo the above	D
53	IV	By Electronic Commerce we mean	Commerce of electronic goods	Commerce which depends on electronics	Commerce which is based on the use of internet	Commerce which is based on transactions using computers connected by	D
54	IV	E-business stands for	Electronic business	electron business	electric business	all fo the above	A
55	IV	The goal of logistics is	to achieve a target	to achieve targeted level of customer	increase in the market share	All of the above.	D
56	IV	The maintenance of a minimum possible level	right response.	right quality	right quantity	right value.	C
57	IV	The flow of information that facilitates co-ordi	Forward informati	Backward information	Upward information flow.	Downward information f	B
58	IV	VMI stands for	vendor material inventory	vendor managed inventory	variable material inventory	valuabie material inventory	B
59	IV	Reverse logistics is required because	Goods are defective	Goods are unsold	The customers simply change their minds	All of the above	D
60	IV	advantages of E-commerce is	global presence for companies	shortened response time	distribution of products through web	All of the above	D
61	IV	EDI stands for	electronic data interchange	electronic data interchange	electronic database interchange	All of the above	A
62	IV	Warehousing includes	storing	dispersing	ordering	All of the above	D
63	IV	EDI bendfits	increased productiv	emmination of paper work	lead time and inventory reduction	All of the above	D
64	IV	Transportation Mangement System involves	tracing shipment	claims processing	freight consloidation	All of the above	D
65	IV	Objective of Inventory management is	increase corporate profitability	order taking	transportation companies	All of the above	A
66	IV	basic inverntory concepts	economies of returns	balance supply and demand	protection from uncertainties	All of the above	D
67	IV	Reverse logistics includes the activities to supp	returns management	recycling	disposal	All of the above	D

68	IV	E-supply chain includes	e-logistics	e-procurement	supply chain replenishment	All of the above	D
69	IV	E-distribution is	normal distribution	type of distribution that uses purely	exclusive distribution	All of the above	B
70	IV	E-selling is	e-commerce	e-marketing	e-retailing.	None of the above	D
71	IV	e-tailing, can include	business-to-business (B2B)	business-to-consumer (B2C) sales	Both a and b	None of the above	C
72	IV	Disintermediation by E-business	adding new distributors to the	cutting out the middle man	Both a and b	None of the above	B
73	IV	Reintermediation by E-business	adding new distributors to the	cutting out the middle man	Both a and b	None of the above	A
74	IV	e-enabled logistics management and tracking systems helps in	savings due to reduce stock	more expenses due to reduce stock	Both a and b	None of the above	A
75	IV	warehouse management involves basic decision	number	size	stock	All of the above	D
76	IV	key element of WMS are	inventory management	receiving	put away	all of the above	D
77	IV	Poor inventory management involves	increase in number of back	increase in number of cancelled orders	rising inventory investment	all of the above	D
78	IV	Major mode of transportation are	rail roads	trucks	pipeline	all of the above	D
79	IV	Order processing categories are	industrial order processing	retail order processing	customer order processing	all of the above	D
80	IV	areas should be focussed more in order to improve	Delivery Frequency	Turnaround Times	Journey Times	all of the above	D



- a. **Line sales organization**
- a. **point of purchase promotion**
- ↳ **closing**
- b. **product sales force structure**
- ↳ **approach**
- b. **approach**
- ↳ **inside sales force**
- ↳ **prospecting**
- b. **business promotions**
- a. **event marketing**
- b. **both a and b**
- b. **sales quota**
- b. **presentation**
- b. **outside sales force**
- ↳ **premium**
- b. **territorial sales force structure**

1. change or reinforce behavior that makes salespeople more efficient

2. territorial sales force structure

3. advertising specialties

4. sample

5. coupon

6. group selling

A) People, work and resources

C) Both 'A' and 'B'

B) Subordinate to superior

A) Superior to subordinate

C) Principle of unity of command

D) Flexible organisation

A) Line organisation

A) Accounts, Production, Sales

B) Functional organisation

C) Line and staff organisation

A) Departmentation

7. The straight salary plan is simple and economical to administer.

. salesforce recruitment and selection, salesforce training, and salesforce motivation and compensation.

. Precise, measurable, and time specific.

. Should be well thought out, so that few changes will be needed from year to year

. Sales force training

. number of new customers in each sales territory

. Combination compensation plan.

8. Line and staff sales organization

. Wage level relative to salespeople in other organizations in the industry

. Commission based compensation plans

- . Recognition dinners, certificates of achievement, and features in sales newsletters**
- . Straight salary compensation plan**
- . A larger commission component coupled with a new-account bonus to encourage high sales performance.**
- . Merit salary increases, bonuses, and commissions**