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47 (Sem-6) SDMN 6.1 (O)

2022

**SALES AND DISTRIBUTION  
MANAGEMENT**

Paper : 6.1

Full Marks : 80

Time : Three hours

***The questions are of equal value.***

***Answer any ten questions.***

1. What do you mean by personal selling ?  
What is the importance of personal selling ?
2. What is sales management ? What are  
various functions of sales management ?
3. Personal selling is a two-way communication  
best suited to a company marketing  
consumer products with a poor brand  
loyalty. Discuss.
4. What are the product and market situations  
conductive to the use of personal selling ?

Contd.

5. What are some sales closing techniques ? Describe two of them.
6. What information does a hiring organisation seek when evaluating recruited candidates ?
7. What are the primary sources of recruits ?
8. Discuss in brief the various training methods for sales representatives.
9. What are the basic components of a compensation package ?
10. What are the links among motivation, evaluation and compensation ?
11. What are the advantages and disadvantages of a straight salary compensation plan ?
12. Explain different types of traditional method of performance appraisal.
13. Discuss the importance of 'marketing channels'.
14. Explain the terms extensive, selective and exclusive distribution. What consideration would you keep in mind in deciding whether to have extensive or selective distribution ?

15. What are the basic functions being performed by channel members at various levels ?
  16. What are the criteria that can be used to evaluate channel members ?
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2018

**SALES AND DISTRIBUTION  
MANAGEMENT**

Paper : 6.1

Full Marks : 80

Time : Three hours

**The figures in the margin indicate  
full marks for the questions.**

Answer **any ten** questions.

1. What is Direct Selling? Write the various techniques how a seller can do direct selling. 8 Assg- (3)
2. Explain one theory of Selling in details. 8
3. What is Closing? Write the various techniques of Closing. Which technique do you find superior over the others? Justify. 8 CT
4. Write the various functions of Sales Management. 8

Contd.

5. What is Sales Planning? How is it different from sales force planning? Explain how a marketer does sales planning in marketing an industrial product. 4 8

6. Describe the various sources of salesperson recruitment. Which source do you think is more justifiable while recruiting in masses? 4 8

7. Write the various functions of channel members in a distribution channel. 5 8

8. Explain the activities a salesman need to do in pre-approach stage in personal selling. 8

9. What functions do quotas perform and why are they so important to a firm? 13 8

10. Why training is important in Sales management? Write the various objectives of training. What topic would you like to cover in sales training and why? 3 8

11. Write the advantages and disadvantages of 'On-the-job' training over in-house training. 4 8

12. Write why should the performance of salesperson be evaluated. Explain the techniques sales manager use to evaluate the performance of salesperson. 8

✓ 13. Under what circumstances a private warehouse is a better choice for the marketer? ✓ 5 8

14. Write short notes on: (**any two**) 4×2=8

✓ (a) Sales Quota ✓ 3

✓ (b) Sales Forecasting ✓ 3

✓ (c) Territory Management. ✓ 3 HIW

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2017

**SALES AND DISTRIBUTION  
MANAGEMENT**

Full Marks : 100

Time : Three hours

**The figures in the margin indicate  
full marks for the questions.**

1. Answer **any five** from the following :

8×5=40

- (a) What is the difference between a prospect, suspect and sales lead ? How the probable prospects are qualified ?
- (b) Explain why sales management is considered as an important function.
- (c) What are different sales presentation methods and how are they matched to different sales situations ?

Contd.

- (d) What is a sales budget ? What are the purposes of the sales budget ?
- (e) Discuss the role of distribution management in the marketing mix.
- (f) Explain all the functions of intermediaries.
- (g) How does distribution add value to the marketing effort ?
- (h) What are the methods used for assessing training needs of salespeople?

2. Answer **any five** : 12×5=60

- (a) Explain the various channel levels with examples.
- (b) What are the major retail formats in India ? What are the characteristics of each of them ?
- (c) What are the *three* main areas that give rise to channel conflicts ? Explain them in brief.



- (d) e-choupal is a concept which can be extended by many companies to improve distribution in rural areas. Discuss this topic.
- (e) What is a sales territory ? Why is it necessary for companies to establish sales territories ?
- (f) Describe briefly the common types of quotas set by companies for sales people.
- (g) Mention the various internal and external sources used by companies for locating or identifying the prospective candidates. Why employee referral programmes or schemes are becoming one of the most popular methods of locating sales recruits ?
- (h) Describe briefly the steps involved in designing and executing a sales training programme.

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2019

**SALES AND  
DISTRIBUTION MANAGEMENT**

Paper : 6.1

Full Marks : 80

Time : Three hours

**The figures in the margin indicate  
full marks for the questions.**

**Answer any ten questions.**

1. Explain why Sales Management is considered as an important function. 8
2. What is the difference between a suspect, a prospect and a qualified prospect? 8
3. How does the approach step differ from the pre-approach step? What are the different approach techniques used by sales people? 8

Contd.

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4. What are the links among motivation, evaluation and compensation? 8
5. Describe the methods used for handling and overcoming sales objections. 8
6. What are the sources for sales recruits? 8
7. What is a sales territory? Explain the steps to be taken in designing or re-designing a sales territory. 8
8. Describe briefly the common types of quota set by companies for sales people. 8
9. Critically analyse the various methods of sales forecasting used for industrial as well as consumer products. 8
10. Discuss the selection process of Sales Personnel. 8
11. Discuss the importance of Distribution channels. 8
12. Explain *all* the functions of intermediaries. 8
13. How does a marketing manager select a distribution channel? What are the various choices available to him? 8

14. Write short notes on : (any two)  $4 \times 2 = 8$

(i) AIDA model

(ii) Right Set of Circumstances Theory

(iii) Behavioural Equation Theory.

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2020

**SALES AND  
DISTRIBUTION MANAGEMENT**

Paper : 6.1

Full Marks : 40

Time : Two hours

**The figures in the margin indicate  
full marks for the questions.**

Answer **any four** questions:  $10 \times 4 = 40$

1. What are the various techniques of motivating the sales force? 10
2. Write different steps in designing and managing a sales force. 10
3. What is sales management? What are the various functions of sales management? 10

$2+8=10$

Contd.

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4. Write in details *either* Buying Formula theory or Behavioural Equation theory. 10
5. Explain AIDA theory with the help of suitable example. 10
6. Personal selling is a two-way communication best suited to a company marketing consumer products with a poor brand loyalty. Discuss. 10
7. How can a sales person confront an objection in a sales presentation? 10
8. Briefly describe the personal selling process. How would the sales presentations differ in the following cases — 5+5=10
- (a) Selling a life insurance policy
- (b) Presenting a new drug to physicians.
9. What is a sales territory? Why do firm establish sales territories? 3+7=10

10. Briefly explain the various techniques of sales forecasting. 10
11. Explain role and responsibilities of the need of distribution channel in *any* organization. 10
12. What are the basic functions being preformed by channel members at various levels? 10

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2013

SALES & DISTRIBUTION MANAGEMENT

Paper : 6.1

Full Marks : 80

Time : Three hours

Channel partners  
Intermediaries  
Warehousing

The figures in the margin indicate full marks for the questions

Answer any five questions.

1. (a) ✓ What is sales management ? What are the various functions of sales management ? 8 ✓ 3
- (b) ✓ What is the difference between a suspect, a prospect and a qualified prospect ? 8 ✓
2. ~~(a) ✓~~ ~~What are the main sources of recruitment ? 8 ✓ 4~~
- (b) Discuss the role of psychological testing in the selection process for sales people. 8 ✓ 4

Contd.



3. (a) What are the various techniques of motivating the sales force? 8

Pg-62

(b) What are the advantages and disadvantages of a straight salary compensation plan? 8

4. (a) Define sales forecasting and discuss the various methods used for sales forecasting. 8

(b) Discuss the importance of monitoring and performance appraisal of sales force. 8

5. (a) What is sales territory? Why do firms establish sales territory? 8

(b) 'Quotas' can act as a 'motivator' as well as 'demotivator'. Comment. 8

MTW

6. (a) How does a marketing manager select a distribution channel? What are the various choices available to him? 8

(b) What are the links among motivation, evaluation and compensation? 8

MTW

7. ~~(a)~~ What are the various methods of personality development? ✓ 4 8 \*

(b) What information does a hiring organisation seek when evaluating recruited candidates? ✓ 4 8 S

8. Write short notes on : (any two) 8×2=16

~~(a)~~ AIDA Model

~~(b)~~ Behavioural equation theory

~~(c)~~ Sales force planning ✓

~~(d)~~ Techniques of handling objections. ✓  
OK

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2015

**SALES AND DISTRIBUTION  
MANAGEMENT**

Paper : 6-1

Full Marks : 80

Time : Three hours

**The questions are of equal value.**

**Answer any ten questions.**

1. Explain why sales management is considered as an important function. 8

2. What is the difference between a prospect, suspect and sales lead? How are the probable prospects qualified? 8

3. In what manner the approach step is different from the pre-approach step? Describe briefly different approach techniques used by sales people. 8

Contd.

4. Describe the methods used for handling and overcoming sales objections. 8

5. Differentiate between a market forecast and a sales forecast. 3 8

6. Describe one of the qualitative methods of sales forecasting and indicate its advantages and disadvantages. 3 8

7. What is a sales territory? Why is it necessary for companies to establish sales territories? 3 8

8. Describe briefly the common types of quota set by companies for sales people. 3 8

9. Mention the various internal and external sources used by companies for locating or identifying the prospective candidates. 4 8

10. "If you pay a salespeople enough, you will have a well motivated salespeople". Comment. 4 8

11. Describe briefly the steps involved in designing and executing a sales training programme. 4 8

12. Explain all the functions of intermediaries. ✓ 5 8

13. Explain in details the different kinds of channel partners. ✓ 5 8

14. Write short notes on : (Any one) ✓ 8

(a) Behavioural Equation Theory ✓

(b) Buying formula theory. ✓

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2016

## SALES AND DISTRIBUTION

Paper : 6.1

Full Marks : 80

Time : Three hours

**The figures in the margin indicate full marks for the questions.**

**Answer any ten questions.**

1. ✓ What do you mean by personal selling ?  
How is personal selling different from advertising ? 8  
*Ans*

2. ✓ What role does sales management play in the marketing function ? 8

3. ✓ Explain the different presentation methods. Which is the most popular ? When should a salesperson use each method ? 8  
*Ans*

2

Contd.

4. ✓ How should a salesperson handle a real objection raised by a buyer? 8
5. ✓ Critically analyse the various methods of sales forecasting used for industrial as well as consumer products. ✓ 3 8  
*imp*
6. ✓ What functions do quotas perform and why are they so important to a firm? ✓ 3 8
7. ✓ What points are essential for finalising the allotment of territories to salespersons? (Imp on this) ✓ 3 8
8. ✓ What are the primary sources of recruits? ✓ 4 8  
*Done*
9. ✓ What are the links among motivation, evaluation and compensation? ✓ 4 8
10. ✓ Discuss in brief selection and training methods for sales representative. ✓ 4 8

11. Discuss the importance of Distribution Channels. ✓ 5 8
12. Under what circumstances is private warehousing a better choice? ✓ 5 8
13. Discuss the major factors affecting channel strategy. ✓ 5 8
14. Write short notes on : (any two) 4×2=8
- (a) AIDA model
  - (b) Buying Formula theories
  - (c) Behavioral equation theory.
-



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2017

**SALES AND DISTRIBUTION  
MANAGEMENT**

Full Marks : 100

Time : Three hours

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full marks for the questions.**

1. Answer **any five** from the following :

8×5=40

(a) What is the difference between a prospect, suspect and sales lead ? How the probable prospects are qualified ?

(b) Explain why sales management is considered as an important function.

(c) What are different sales presentation methods and how are they matched to different sales situations ?

Contd.

(d) What is a sales budget? What are purposes of the sales budget?

(e) Discuss the role of distribution management in the marketing mix.

(f) Explain all the functions of intermediaries.

(g) How does distribution add value to marketing effort?

(h) What are the methods used for assessing training needs of salespeople?

2. Answer **any five** :

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(a) Explain the various channel levels with examples.

(b) What are the major retail formats in India? What are the characteristics of each of them?

(c) What are the *three* main areas that give rise to channel conflicts? Explain them in brief.

(d) e-choupal is a concept which can be extended by many companies to improve distribution in rural areas. Discuss this topic. (5)

(e) What is a sales territory? Why is it necessary for companies to establish sales territories? (3)

(f) Describe briefly the common types of quotas set by companies for sales people. (3)

*Ques*  
(g) Mention the various internal and external sources used by companies for locating or identifying the prospective candidates. Why employee referral programmes or schemes are becoming one of the most popular methods of locating sales recruits? (4)

(h) Describe briefly the steps involved in designing and executing a sales training programme. (4)

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2019

**SALES AND  
DISTRIBUTION MANAGEMENT**

Paper : 6.1

Full Marks : 80

Time : Three hours

***The figures in the margin indicate  
full marks for the questions.***

***Answer any ten questions.***

1. Explain why Sales Management is considered as an important function. 8
2. \* What is the difference between a suspect, a prospect and a qualified prospect? 8
3. How does the approach step differ from the pre-approach step? What are the different approach techniques used by sales people? 8

Contd.

4. What are the links among motivation, evaluation and compensation? 8
- ~~5.~~ Describe the methods used for handling and overcoming sales objections. 8
6. What are the sources for sales recruits? 8
7. What is a sales territory? Explain the steps to be taken in designing or re-designing a sales territory. 8
8. Describe briefly the common types of quota set by companies for sales people. 8
9. Critically analyse the various methods of sales forecasting used for industrial as well as consumer products. 8
10. Discuss the selection process of Sales Personnel. 8
11. Discuss the importance of Distribution channels. 8
12. Explain *all* the functions of intermediaries. 8
13. How does a marketing manager select a distribution channel? What are the various choices available to him? 8

14. Write short notes on : **(any two)**  $4 \times 2 = 8$

(i) AIDA model

(ii) Right Set of Circumstances Theory

(iii) Behavioural Equation Theory.

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