

Roll No.-----

<b>Paper Code</b>		
<b>3</b>	<b>5</b>	<b>1</b>
(To be filled in the OMR Sheet)		

प्रश्नपुस्तिका क्रमांक  
Question Booklet No.

O.M.R. Serial No.

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प्रश्नपुस्तिका सीरीज  
Question Booklet Series  
**D**

## BBA (Fourth Semester) Examination, July-2022

### BBA-404(N)

### Sales Management

Time : 1:30 Hours

Maximum Marks-100

जब तक कहा न जाय, इस प्रश्नपुस्तिका को न खोलें

- K-351**
- निर्देश : –
1. परीक्षार्थी अपने अनुक्रमांक, विषय एवं प्रश्नपुस्तिका की सीरीज का विवरण यथास्थान सही- सही भरे, अन्यथा मूल्यांकन में किसी भी प्रकार की विसंगति की दशा में उसकी जिम्मेदारी स्वयं परीक्षार्थी की होगी।
  2. इस प्रश्नपुस्तिका में 100 प्रश्न हैं, जिनमें से केवल 75 प्रश्नों के उत्तर परीक्षार्थियों द्वारा दिये जाने हैं। प्रत्येक प्रश्न के चार वैकल्पिक उत्तर प्रश्न के नीचे दिये गये हैं। इन चारों में से केवल एक ही उत्तर सही है। जिस उत्तर को आप सही या सबसे उचित समझते हैं, अपने उत्तर पत्रक (O.M.R. ANSWER SHEET) में उसके अक्षर वाले वृत्त को काले या नीले बाल प्वाइंट पेन से पूरा भर दें। यदि किसी परीक्षार्थी द्वारा किसी प्रश्न का एक से अधिक उत्तर दिया जाता है, तो उसे गलत उत्तर माना जायेगा।
  3. प्रत्येक प्रश्न के अंक समान हैं। आप के जितने उत्तर सही होंगे, उन्हीं के अनुसार अंक प्रदान किये जायेंगे।
  4. सभी उत्तर केवल ओ०एम०आर० उत्तर पत्रक (O.M.R. ANSWER SHEET) पर ही दिये जाने हैं। उत्तर पत्रक में निर्धारित स्थान के अलावा अन्यत्र कहीं पर दिया गया उत्तर मान्य नहीं होगा।
  5. ओ०एम०आर० उत्तर पत्रक (O.M.R. ANSWER SHEET) पर कुछ भी लिखने से पूर्व उसमें दिये गये सभी अनुदेशों को सावधानीपूर्वक पढ़ लिया जाय।
  6. परीक्षा समाप्ति के उपरान्त परीक्षार्थी कक्ष निरीक्षक को अपनी ओ०एम०आर० शीट उपलब्ध कराने के बाद ही परीक्षा कक्ष से प्रस्थान करें।
  7. निगेटिव मार्किंग नहीं है।
- महत्वपूर्ण : – प्रश्नपुस्तिका खोलने पर प्रथमतः जाँच कर देख लें कि प्रश्नपुस्तिका के सभी पृष्ठ भलीभाँति छपे हुए हैं। यदि प्रश्नपुस्तिका में कोई कमी हो, तो कक्ष निरीक्षक को दिखाकर उसी सीरीज की दूसरी प्रश्नपुस्तिका प्राप्त कर लें।



1. Which of the following statements about the sales force in the 21<sup>st</sup> 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
  
2. Which of the following statements about sales force management is true?
  - (A) The sales force is the firm's most direct link to the customer
  - (B) The statement, "The world will beat a path to your door if you build a better mousetrap," reflects how business operates today
  - (C) As organizations implement the marketing concept, they soon realize how important it is to be sales-oriented
  - (D) Personal selling is usually less expensive than advertising
  
3. \_\_\_\_\_ is a layer of intermediaries that performs some work in bringing the product and its ownership closer to the buyer.
  - (A) A direct marketing channel
  - (B) An indirect marketing channel
  - (C) A channel level
  - (D) A channel switching system
  
4. The benefits of marketing channels are \_\_\_\_\_.
  - (A) Cost saving
  - (B) Time saving
  - (C) Financial support given
  - (D) All of the above

5. Who sells to the customers?
  - (A) Semi wholesalers
  - (B) Wholesalers
  - (C) Retailer
  - (D) Distributor
  
6. Transporting and storing goods is part of which of the following marketing channel functions?
  - (A) Negotiation
  - (B) Physical distribution
  - (C) Contact
  - (D) Matching
  
7. Using manufacturer's representatives or sales branches is usually a characteristic of which of the following channel forms?
  - (A) Business marketing channels
  - (B) Customer marketing channels
  - (C) Service marketing channels
  - (D) Direct marketing channels
  
8. Makers of televisions, cameras, tires, 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

9. Through their contacts, experience, specialization, and scale of operation, usually offer the firm more than it can achieve on its own :
- (A) Manufacturers
  - (B) Producers
  - (C) Direct Marketers
  - (D) Intermediaries
10. 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) Possession
  - (B) Profit
  - (C) Image
  - (D) Psychological
11. From the economic system's point of view, the role of marketing intermediaries is to transform :
- (A) Raw products into finished products
  - (B) Consumer needs into producer needs
  - (C) Consumer needs and wants into product desires
  - (D) Assortments of products made by producers into the assortments wanted by consumers
12. One of the element of sales planning is to \_\_\_\_\_ for selling activities.
- (A) Set objectives
  - (B) Schedule objectives
  - (C) Track objectives
  - (D) All of the above

13. In an organization \_\_\_\_\_ is also very useful when technically complex products are in the process to sell.
- (A) Individual selling approach
  - (B) Group selling approach
  - (C) Team based selling approach
  - (D) Mass based selling approach
14. \_\_\_\_\_ is the fundamental guiding principle of sales management.
- (A) Customer delight
  - (B) Customer orientation
  - (C) Client satisfaction
  - (D) Client retention
15. The scope of sales management is confined not only to self-centered corporate goal profit and sales maximization but also to \_\_\_\_\_.
- (A) Good welfare
  - (B) Consumer welfare
  - (C) Organization welfare
  - (D) Individual welfare
16. Sales management is the \_\_\_\_\_ of sales staff, and the tracking and reporting of the company's sale.
- (A) Management
  - (B) Selling strategy
  - (C) Demonstration
  - (D) Development of human resources
17. Sales management achieves personal selling objectives through \_\_\_\_\_.
- (A) Personal Selling Strategy
  - (B) Interpersonal selling strategy
  - (C) Selling Strategy
  - (D) None of the above

18. The main objective of sales management are \_\_\_\_\_.
- (A) Decrease in profits and continuous growth
  - (B) Increase in profits and stagnant growth
  - (C) Increase in profits and continuous growth
  - (D) Decrease in profits and stagnant growth
19. Sales management is the \_\_\_\_\_ of a sales staff, and the tracking and reporting of the company's sales.
- (A) Strategy
  - (B) Training and management
  - (C) Management
  - (D) All of the above
20. Sale has \_\_\_\_\_ function in an organization.
- (A) Only loss generating
  - (B) Only revenue-generating
  - (C) Both loss as well as revenue-generating
  - (D) Neither loss nor revenue-generating
21. \_\_\_\_\_ means actual transfer of possession.
- (A) Virtual Distribution
  - (B) Exclusive Distribution
  - (C) Direct Distribution
  - (D) Physical Distribution
22. Marketing channel that has no intermediary levels is known as \_\_\_\_\_.
- (A) Exclusive Marketing Channel
  - (B) Personal Marketing Channel
  - (C) Direct Marketing Channel
  - (D) Indirect Marketing Channel

23. Members of the marketing channel system perform \_\_\_\_\_ function.
- (A) Production
  - (B) Sensing
  - (C) Negotiation
  - (D) Bartering
24. Avon, Amway and Tupperware use \_\_\_\_\_.
- (A) Direct Marketing Channel
  - (B) Indirect Distribution Channel
  - (C) Exclusive Distribution Channel
  - (D) Intensive Marketing Channel
25. \_\_\_\_\_ means actual transfer of possession.
- (A) Virtual Distribution
  - (B) Exclusive Distribution
  - (C) Direct Distribution
  - (D) Physical Distribution
26. Even prior to the introduction of money, people used to exchange goods in order to fulfil the needs, which is known as the \_\_\_\_\_.
- (A) Charter System
  - (B) Marketing Myopia
  - (C) Barter System
  - (D) Bargain System
27. \_\_\_\_\_ sells to the customers or consumers.
- (A) Wholesaler
  - (B) Retailer
  - (C) Broker
  - (D) Drop-shipper

28. \_\_\_\_\_ is a distribution system that involves territorial protection for authorized dealers.
- (A) Direct Distribution
  - (B) Indirect Distribution
  - (C) Exclusive Distribution
  - (D) Intensive Distribution
29. \_\_\_\_\_ is a distribution strategy that strives to have the firm represented in the maximum number of outlets.
- (A) Direct Distribution
  - (B) Indirect Distribution
  - (C) Exclusive Distribution
  - (D) Intensive Distribution
30. In distribution Management, HMS stands for \_\_\_\_\_.
- (A) Horizontal Marketing Structure
  - (B) Higher Marketing System
  - (C) Horizontal Marketing System
  - (D) Hyper Marketing Structure
31. In Distribution Management, VMS Stands for \_\_\_\_\_.
- (A) Vertical Marketing System
  - (B) Vertical Marketing Structure
  - (C) Vertical Management System
  - (D) Vocal Marketing System
32. \_\_\_\_\_ is a distribution system that uses middlemen i. e. wholesalers and retailers to reach the ultimate buyer.
- (A) Direct Distribution
  - (B) Indirect Distribution
  - (C) Exclusive Distribution
  - (D) Intensive Distribution

33. \_\_\_\_\_ is a distribution system that involves territorial protection for authorized dealers.
- (A) Direct Distribution
  - (B) Indirect Distribution
  - (C) Exclusive Distribution
  - (D) Intensive Distribution
34. \_\_\_\_\_ is a distribution system in which the ultimate buyer acquires the title directly from the manufacturer of the product.
- (A) Direct Distribution
  - (B) Indirect Distribution
  - (C) Exclusive Distribution
  - (D) Intensive Distribution
35. Most producers use \_\_\_\_\_ to bring their products to market or end users.
- (A) Brokers
  - (B) Retailers
  - (C) Intermediaries
  - (D) Distributors
36. \_\_\_\_\_ is a financial plan depicting how resources should best be allocated to achieve the forecasted sales.
- (A) Sales Budget
  - (B) Sales Audit
  - (C) Sales Control
  - (D) Sales P&L plan

37. \_\_\_\_\_ is the geographical area a sales person is assigned.
- (A) Vertical integration
  - (B) Territory
  - (C) Marketplace
  - (D) Quarter
38. \_\_\_\_\_ is the most basic forms of the sales organization.
- (A) Line sales organization
  - (B) Functional sales organization
  - (C) Line and staff sales organization
  - (D) Both (A) & (B)
39. \_\_\_\_\_ is a group of people working together to achieve the objective of sales.
- (A) Salesforce
  - (B) Sales Organization
  - (C) Sales Team
  - (D) Marketing Dept.
40. A sales organization bridges the gap between the market and the \_\_\_\_\_.
- (A) Human Resource capacity of the firm
  - (B) Financial capacity of the firm
  - (C) Productive capacity of the firm
  - (D) Marketing capacity of the firm
41. The ultimate objective of personal selling is to \_\_\_\_\_.
- (A) Increase the sales volumes
  - (B) Increase of sales revenue
  - (C) Increase the number of distribution channels to gain corporate clients
  - (D) All of the above

42. Personal selling has \_\_\_\_\_.
- (A) One Way Communication
  - (B) Two Way Communication
  - (C) Indirect Communication
  - (D) Direct Communication
43. Personal selling is used extensively in \_\_\_\_\_.
- (A) Simple and less technical products
  - (B) Complex and non-technical products
  - (C) Complex and highly technical products
  - (D) Simple & highly technical products
44. The oral presentation of a company's products or services to one or more prospective purchasers for the purpose of making a sale is known as \_\_\_\_\_.
- (A) Sales Planning
  - (B) Personal Selling
  - (C) Sales & Distribution Management
  - (D) Oral Selling
45. \_\_\_\_\_ is the responsibility of the sales manager.
- (A) Sales Management
  - (B) Distribution Management
  - (C) Marketing Management
  - (D) Both (A) & (B)
46. Sales and Distribution Management majorly focuses on the \_\_\_\_\_.
- (A) Buying aspect of an organization
  - (B) Selling aspect of an organization
  - (C) Negotiating aspect of an organization
  - (D) Producing aspect of an organization

47. Choose the correct statement :
- (A) Marketing management is a broader concept and sales management is a part of marketing management.
  - (B) Sales management is a broader concept and marketing management is a part of marketing management.
  - (C) Marketing management and sales management both are equivalent.
  - (D) There is no connection between sales management and marketing management.
48. \_\_\_\_\_ refers to the administration of the personal selling component of a company's marketing program.
- (A) Sales management
  - (B) Distribution management
  - (C) Promotion Management
  - (D) Marketing Management
49. Sale has \_\_\_\_\_ function in an organization.
- (A) Only loss generating
  - (B) Only revenue generating
  - (C) Both loss as well as revenue generating
  - (D) Neither loss nor revenue generating
50. \_\_\_\_\_ refers to the exchange of goods or commodities against money or service.
- (A) Distribution
  - (B) Place
  - (C) Sales
  - (D) Myopia

51. J.A. Howard gave a formula for “Behavioural Equation”  $B = P * D * K * V$  what V stands for?
- (A) Response or the internal response tendency, that is the act of purchasing a brand or patronizing a supplier
  - (B) Present drive level
  - (C) “Incentive potential,” that is the value of the product or its potential satisfaction to the buyer
  - (D) Intensity of all cues: triggering, product or informational
52. There are three interrelated elements of rewards for salespeople. One of the elements is direct financial and includes?
- (A) Salary, commission and career advancement
  - (B) Merit salary increases, commission and better territory
  - (C) Merit salary increases, bonuses and commissions
  - (D) Larger sales territories, bonuses, insurance and a certificate of achievement
53. From management’s point of view, what is the advantage of a straight salary compensation plan?
- (A) With a straight salary plan, selling costs are kept in proportion to sales
  - (B) The straight salary plan is simple and economical to administer
  - (C) With a straight salary plan, salespeople have the assurance of positive feedback
  - (D) A straight salary plan links performance to leadership style
54. Which is the following is the correct sequence for corporate selling?
- (A) Pre-approach, approach, need assessment, presentation, meeting objective, gaining commitment and follow up
  - (B) Follow up, prospecting, pre-approach, approach, need assessment, presentation, meeting objective, gain commitment
  - (C) Presentation, prospecting, pre-approach, approach, need assessment, meeting objective, gain commitment and follow up
  - (D) Prospecting, pre-approach, approach, need assessment, presentation, meeting objective, gaining commitment and follow up

55. In which type of compensation plan there is no incentives?
- (A) Commission based compensation plans
  - (B) Straight salary compensation plan
  - (C) Territory volume compensation plans
  - (D) Profit margin/ revenue based sales compensation plans
56. In which organizational structure, all sales personal receive direction from and are accountable to different executives, on different aspects of their work?
- (A) Line sales organization
  - (B) Line and staff sales organization
  - (C) Functional sales organization
  - (D) None of the above
57. In medium and large firms, one would find the \_\_\_\_\_ types of organization.
- (A) Line sales organization
  - (B) Line and staff sales organization
  - (C) Functional sales organization
  - (D) None of the above
58. Which of the following is not one of the major factors affecting how compensation is structured for a sales force?
- (A) Wage level in relation to salespeople in other organizations in the industry
  - (B) Salesperson's individual wage
  - (C) Wage structure for the sales force
  - (D) Number of new customers in each sales territory
59. \_\_\_\_\_ is teaching how to do the jobs.
- (A) Sales personal
  - (B) Sales target
  - (C) Sales force training
  - (D) Induction

60. Long-term compensation plans:
- (A) Include bonuses and contests
  - (B) Should be evaluated and modified quarterly
  - (C) Should be well thought out, so that few changes will be needed from year to year
  - (D) Must be developed so that short-term compensation plans will not be necessary
61. An effective sales plan objective should be:
- (A) Precise, measurable and time specific
  - (B) General, measurable and flexible
  - (C) Profitable, subjective and measurable
  - (D) Precise, profitable and flexible
62. If a company chooses to employ its own sales force, the three organizational structures it may use are:
- (A) Dollar volume, geography and customer
  - (B) Geography, customer and product
  - (C) Geography, market size and product
  - (D) Market size, product and customer
63. The three major tasks involved in the implementation stage of the sales management process are:
- (A) Salesforce recruitment and selection, Salesforce training and salesforce motivation and compensation
  - (B) Developing account management policies, implementing the account management policies, correcting the account management policies
  - (C) Setting sales objectives, organizing the salesforce and developing account management policies
  - (D) Organizing the salesforce, quantitative assessment and follow-up

64. The sales force can play a central role in achieving a marketing orientation strategy, by:
- (A) Maintaining infrequent contact with customer
  - (B) Collecting and disseminating market information
  - (C) Focusing on cutting costs
  - (D) Following the competition's lead
65. \_\_\_\_\_ bridges the gap between the market and the productive capacity of the firm.
- (A) Sales organization
  - (B) Purchase Department
  - (C) General Manager
  - (D) All of the above
66. Sales department helps the organization in increasing \_\_\_\_\_.
- (A) Raw material Purchase
  - (B) Decision making
  - (C) Credit sales
  - (D) Sales volume
67. Sales organization helps in developing \_\_\_\_\_.
- (A) Group activity
  - (B) Different task
  - (C) Sales force
  - (D) None of the above

68. The principle of 'Right man on right job' is followed for assigning these activities to different:
- (A) Persons
  - (B) Cities
  - (C) States
  - (D) Departments
69. The salesperson learns as much as possible about the prospective customer before making sales call by consulting standard industries and online sources, set call objectives, selecting best approach and time is \_\_\_\_\_ step of personal marketing.
- (A) Approach
  - (B) Handling objections
  - (C) Pre-approach
  - (D) Prospecting and qualifying
70. A sales force organization under which salespeople sells their product only to the certain customers or industries is:
- (A) Product sales force
  - (B) Customer sales force
  - (C) Complex structure
  - (D) Territorial sales force
71. \_\_\_\_\_ involves the use of satisfied customers to convince the buyer of the effectiveness of the salesperson's product.
- (A) Demonstration
  - (B) Guarantees
  - (C) Trail orders
  - (D) Reference selling

72. Salespeople who conduct business from their offices through telephones and visiting to customers site is known as?
- (A) Outside sales force
  - (B) Inside sales force
  - (C) Telemarketing
  - (D) Team selling
73. Emphasize long term interests instead of closing a sale, form transaction orientation to relationship marketing, customers want “Whole solution” packages, quick responses; often problem if, separate sales forces for each product is?
- (A) Follow-up
  - (B) Approach
  - (C) Relationship marketing
  - (D) Closing
74. Use of positive approach, seek out hidden objections, ask the buyer for clarifications and objections is \_\_\_\_\_.
- (A) Approach
  - (B) Pre-approach
  - (C) Handling objections
  - (D) Prospecting and qualifying
75. The salesperson gives the description of the product, showing how the product will make or save the money for the buyer, need satisfaction approach, concentrate on customer benefits, requirement of good listening and problem solving-skills, demonstration aids is \_\_\_\_\_ step of personal marketing.
- (A) Approach
  - (B) Presentation and demonstration
  - (C) Pre-approach
  - (D) Prospecting and qualifying

76. The salesperson meets the prospective to get the relationship off to make a good start, opening lines, follow-up remarks, is \_\_\_\_\_ step of personal marketing.
- (A) Approach
  - (B) Handling objections
  - (C) Pre-approach
  - (D) Prospecting and qualifying
77. Company XYZ is a manufacture of motors and pumps employs regional salesperson to sell its product to wholesaler and cities is an example of:
- (A) Public relation
  - (B) Personal selling
  - (C) Promotion mix
  - (D) Trade promotion
78. Asking referrals from the customers, reward proper scouting, identifying good leads from bad ones is \_\_\_\_\_ step of personal marketing.
- (A) Approach
  - (B) Handling objections
  - (C) Pre-approach
  - (D) Prospecting and qualifying
79. What is the next step after “Closing the sale” in personal selling process?
- (A) The opening
  - (B) Need and problem identification
  - (C) Closing the sale
  - (D) Follow up

80. J.A Howard gave a formula for “Behavioral Equation”  $B = P * D * K * V$  what K stands for?
- (A) Response or the internal response tendency, that is, the act of Purchasing a brand or patronizing a supplier
  - (B) Predisposition or the inward response tendency, that is, force of habit
  - (C) Present drive level
  - (D) “incentive potential,” that is, the value of the product or its potential Satisfaction to the buyer
81. \_\_\_\_\_ is a specialist form of personal selling.
- (A) Point of selling
  - (B) Mis-selling
  - (C) Group selling
  - (D) Face to face selling
82. Contribution to net profit, evaluation of current vs past, ranking, clearing standards and sales vs expenses are \_\_\_\_\_ in sales force management.
- (A) Training evaluation
  - (B) Qualitative evaluation
  - (C) Formal evaluation
  - (D) Product evaluation
83. Salespeople who sells their product directly to the customers on telephone is called:
- (A) Outside sales force
  - (B) Inside sales force
  - (C) Telemarketing
  - (D) Team selling

84. Fringe benefit, variable amount, fixed amount, expenses are the part of \_\_\_\_\_ in Salesforce Management.
- (A) Recruiting
  - (B) Training
  - (C) Supervising
  - (D) Compensating
85. Designing sales force strategy and structure, recruit and select, training, compensation, supervise and evaluation are the major steps of :
- (A) Designing sales force
  - (B) Sales force management
  - (C) Sales force strategy
  - (D) Structure of sales force
86. \_\_\_\_\_ and \_\_\_\_\_ are the source of recruitment in the sales organization.
- (A) Company Executive and placement agencies
  - (B) Managers and salesmen
  - (C) Trustee and Manager
  - (D) Partners
87. \_\_\_\_\_ method is based on marginal-analysis theory of economics. Its basic concept is that net profit will increase in the amount of sales revenue exceed the incremental costs.
- (A) Breakdown method
  - (B) Incremental methods
  - (C) None of the above
  - (D) Potential method

88. \_\_\_\_\_ is the most basic forms of sales organization, characterized by a chain of command running from the top sales executive down to the level of salesman.
- (A) Staff sales organization
  - (B) Functional sales organization
  - (C) Line sales organization
  - (D) None of the above
89. Line and staff organization usually result as the size of the operations \_\_\_\_\_.
- (A) Slows
  - (B) Grows
  - (C) Diminishing
  - (D) Increasing
90. Sales organization is needed for \_\_\_\_\_.
- (A) Providing insight into avenues or advancement
  - (B) Increasing morale
  - (C) Increasing profitability
  - (D) To build team work
91. One of the objective of sales organization is \_\_\_\_\_.
- (A) To build team work
  - (B) To maintain co-relation
  - (C) To increase managerial efficiency
  - (D) None of the above
92. 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

93. 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
94. Many firms use environmental scanning to assess their external environment. Environmental scanning should be used to :
- (A) Respond to current crises
  - (B) Identify future threats and opportunities
  - (C) Determine personal performance
  - (D) Allocate financial resources
95. 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) Wholesaler
  - (B) Sole selling agent
  - (C) Direct marketing channel
  - (D) Semi-wholesalers
96. Which is not a strategic role of sales management?
- (A) Tracking
  - (B) Reporting
  - (C) Delivery
  - (D) Optimizes distribution

97. Mr. Kashyap, the new national sales manager is learning about the internal organizational environment in her company. She will learn about all of the following EXCEPT :
- (A) Human resources
  - (B) Financial resources
  - (C) Service capabilities
  - (D) Social and cultural environment
98. Shobha 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. Karen is studying the country's :
- (A) Natural conditions
  - (B) Technological feasibility
  - (C) Social and cultural norms
  - (D) Distribution structure
99. 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 programme
  - (D) Sales planning
100. A \_\_\_\_\_ is a set of interdependent organizations involved in the process of making a product or service available for use of consumption by the consumer or business user.
- (A) Retailer
  - (B) Wholesaler
  - (C) Distribution channel
  - (D) Middleman

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**Rough Work / रफ कार्य**

## **Rough Work / रफ कार्य**

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