

IIBM Institute of Business Management

Examination Paper

MM.100

Sales and Distribution Management

Section A: Objective Type & Short Questions (30 marks)

- This section consists of Multiple Choices & Short Note type questions.
- Answer all the questions.
- Part one carries 1 mark each & Part Two carries 5 marks each.

Part One:

Multiple Choices:

1. Which of the following comes under role of a salesman?
 - a. Territory Sales
 - b. Direct Sales
 - c. Technical Sales
 - d. All of the above

2. This method is used by the trainers to present more information in a short time to a large number of participants. _____
 - a. Lecture
 - b. Demonstration
 - c. Group discussion
 - d. None of the above

3. _____ is an emerging form of distribution and promotion that combines elements of personal selling and advertising.
 - a. Direct Mail
 - b. Direct Marketing
 - c. Team selling
 - d. None of the above

4. An exercise that is crucial for every company in the business of manufacturing and selling its products is called _____.
 - a. Retailer
 - b. Wholesaler
 - c. Customer
 - d. None of the above

5. _____ involves manufacturer marketing activities directed at channel intermediaries.
 - a. Pull Strategy
 - b. Push Strategy
 - c. Both (a) & (b)
 - d. None of the above

Sales Management Npast Exam Paper

Thirumalaisamy P.
Velavancorresponding



Sales Management Npast Exam Paper:

Sales Management Npast Exam Paper Book Review: Unveiling the Magic of Language

In an electronic era where connections and knowledge reign supreme, the enchanting power of language has been apparent than ever. Its power to stir emotions, provoke thought, and instigate transformation is really remarkable. This extraordinary book, aptly titled "**Sales Management Npast Exam Paper**," compiled by a highly acclaimed author, immerses readers in a captivating exploration of the significance of language and its profound effect on our existence. Throughout this critique, we will delve to the book's central themes, evaluate its unique writing style, and assess its overall influence on its readership.

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