

**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

**A Gutmann**



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