

**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

**R Bogdan**



## **Sales Management Npast Exam Paper:**

This book delves into Sales Management Npast Exam Paper. Sales Management Npast Exam Paper is a vital topic that must be grasped by everyone, ranging from students and scholars to the general public. This book will furnish comprehensive and in-depth insights into Sales Management Npast Exam Paper, encompassing both the fundamentals and more intricate discussions.

1. The book is structured into several chapters, namely:
    - Chapter 1: Introduction to Sales Management Npast Exam Paper
    - Chapter 2: Essential Elements of Sales Management Npast Exam Paper
    - Chapter 3: Sales Management Npast Exam Paper in Everyday Life
    - Chapter 4: Sales Management Npast Exam Paper in Specific Contexts
    - Chapter 5: Conclusion
  2. In chapter 1, this book will provide an overview of Sales Management Npast Exam Paper. This chapter will explore what Sales Management Npast Exam Paper is, why Sales Management Npast Exam Paper is vital, and how to effectively learn about Sales Management Npast Exam Paper.
  3. In chapter 2, this book will delve into the foundational concepts of Sales Management Npast Exam Paper. This chapter will elucidate the essential principles that need to be understood to grasp Sales Management Npast Exam Paper in its entirety.
  4. In chapter 3, the author will examine the practical applications of Sales Management Npast Exam Paper in daily life. The third chapter will showcase real-world examples of how Sales Management Npast Exam Paper can be effectively utilized in everyday scenarios.
  5. In chapter 4, the author will scrutinize the relevance of Sales Management Npast Exam Paper in specific contexts. The fourth chapter will explore how Sales Management Npast Exam Paper is applied in specialized fields, such as education, business, and technology.
  6. In chapter 5, the author will draw a conclusion about Sales Management Npast Exam Paper. The final chapter will summarize the key points that have been discussed throughout the book.
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