#### IIBM Institute of Business Management

#### Examination Paper

MIML.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
- 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
- \_\_\_\_\_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
- An exercise that is crucial for every company in the business of manufacturing and selling its products is called.
  - a. Retailer
  - b. Wholesaler
  - c. Cuistomer
  - d. None of the above
- \_\_\_\_involves manufacturer marketing activities directed at channel intermediaries.
  - a. Pull Strategy
  - b. Push Strategy
  - c. Both (a) & (b)
  - d. None of the above

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