

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

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Judd E. Hollander



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