

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

Jin-Ying Zhang



Sales Management Npast Exam Paper:

Taxmann's CRACKER for Management Accounting (Paper 12 | MA) - Covering Past Exam Questions & Detailed Answers | Tabular Summaries | CMA Intermediate | New Syllabus | Dec. 2025/June 2026 Exams CA Tarun Agarwal, 2025-07-02 This book is specifically designed to meet the requirements of the Intermediate Level Cost Management Accountancy Examination It includes past exam questions and detailed answers aligned with the latest ICAI syllabus The Present Publication is the 5th Edition for the CMA Intermediate New Syllabus Dec 2025 June 2026 Exams This book is authored by CA Tarun Agarwal with the following noteworthy features Strictly as Per the New ICAI Syllabus Ensures complete alignment with the latest requirements Content Coverage o Past Exam Questions including Chapter wise Solved Paper of June 2025 Tabular Summaries Provided at the beginning of each chapter for quick reference Marks Distribution Detailed chapter wise distribution from July 2023 onwards Previous Exam Trend Analysis covered from July 2023 ICAI Study Material Comparison is provided chapter wise for a comprehensive understanding The contents of this book are as follows Introduction to Management Accounting Activity Based Costing Marginal Costing Applications of Marginal Costing in Short term Decision Making Transfer Pricing Standard Costing and Variance Analysis Forecasting Budgeting and Budgetary Control Divisional Performance Management Responsibility Accounting Decision Theory **Sales Management**, 1929

UP TGT Commerce Previous Year Question Paper with Answer Dheeraj K. Singh, *UGC NET JRF Management Previous Year Question Paper & Answer* Dheeraj Kumar Singh, 2005 June Paper II 4 7 2005 December Paper II 8 11 2006 June Paper II 12 15 2006 December Paper II 16 19 2007 June Paper II 20 23 2007 December Paper II 24 27 2008 June Paper II 28 31 2008 December Paper II 32 35 2009 June Paper II 36 39 2009 December Paper II 40 43 2010 June Paper II 44 47 2010 December Paper II 48 51 2011 June Paper II 52 56 2011 December Paper II 57 61 2012 June Paper II 62 67 2012 June Paper III 68 76 2012 December Paper II 77 82 2012 December Paper III 83 90 2013 June Paper II 91 97 2013 June Paper III 98 109 2013 September Paper II 110 118 2013 September Paper III 119 129 2013 December Paper II 130 136 2013 December Paper III 137 147 2014 June Paper II 148 155 2014 June Paper III 156 167 2014 December Paper II 168 174 2014 December Paper III 175 184 2015 June Paper II 185 190 2015 June Paper III 191 201 2015 December Paper II 202 210 2015 December Paper III 211 223 2016 July Paper II 224 233 2016 July Paper III 234 247 2016 September Paper II 248 256 2016 September Paper III 257 271 2017 January Paper II 272 279 2017 January Paper III 280 292 2017 November Paper II 293 300 2017 November Paper III 301 312 2018 July Paper II 313 327 2018 December Paper II 328 344 2019 June Paper II 345 356 2019 December Paper II 357 371 2020 October First shift 372 387 *Sales Management* Thomas N. Ingram, Raymond W. LaForge, Ramon A. Avila, Charles H. Schwepker Jr, Michael R. Williams, 2024-01-22 This 11th edition of Sales Management continues the tradition of blending the most recent sales management research with the real life best practices of leading sales organizations and sales professionals Reflecting today s emphasis on analytics and customer experience CX this edition

focuses on the importance of employing different data based selling strategies for different customer groups as well as integrating corporate business marketing and sales level strategies and plans Sales Management includes coverage of the current trends and issues in sales management along with real world examples from the contemporary business world that are used throughout the text to illuminate chapter discussions The new 11th edition includes Emphasis on data driven decision making ethics the use of artificial intelligence the customer experience leadership sales enablement technology and new communication technologies Updated end of chapter cases with application questions along with skill building experiential exercises with discovery investigations and focused role plays which place students in the role of sales manager Updated ethical dilemmas for students to practice ethical decision making Revised Sales Management in Action boxes Multiple vignettes embedded in each chapter featuring sales management professionals and well known companies discussing key topics from that chapter This text is core reading for postgraduate MBA and executive education students studying sales management An updated online instructor s manual with solutions to cases and exercises a revised test bank and updated PowerPoints is available to adopters Sales Management. Simplified. Mike Weinberg, 2015-10-21 Packed with case studies Sales Management Simplified offers a proven formula for prospecting developing and closing deals in your time on your terms Why do sales organizations fall short Every day expert consultants like Mike Weinberg are called on by companies to find the answer and it s one that may surprise you Typically the issue lies not with the sales team but with how it is being led Through their attitude and actions senior executives and sales managers can unknowingly undermine performance Weinberg tells it straight by calling out the problems plaguing sales forces and the costly mistakes made by even the best intentioned sales managers The good news is that with the right guidance results can be transformed In Sales Management Simplified Weinberg teaches managers how to Implement a simple framework for sales leadership Foster a healthy high performance sales culture Conduct productive meetings Put the right people in the right roles Retain top producers and remediate underperformers Point salespeople at the proper targets Blending blunt practical advice with funny stories and examples from the field Sales Management Simplified delivers the tools every sales manager needs to succeed Managing sales doesn t have to be complicated and the solution starts with you *Selling & Sales Management* Lisa Spiller, 2021-09-01 Packed with engaging examples and case studies from companies including Amazon IBM and Pepsi as well as unique insights from sales professionals across the globe this comprehensive textbook balances research theory and practice to guide students through the art and science of selling in a fast changing and digital age The text highlights the emerging role of storytelling sales analytics and automation in a highly competitive and technological world and includes exercises and role plays for students to practice as they learn about each stage of the selling process As well as its focus on selling the text also provides students with essential sales management skills such as onboarding coaching mentoring and leading salespeople as well as managing sales pipelines territories budgets systems and teams when not in the field Online

resources are included to help instructors teaching with the textbook including PowerPoint slides and a testbank Chapter overviews and teaching notes for the roleplays included in the text and suggested course projects and worksheets are also provided for instructors Suitable for courses on selling and sales management at all college and university levels *Sales Management Fundamentals* Richard Carman Hay,1929 *Sales Management Success* Warren Kurzrock,2019-10-15 The most up to date and proven strategies from the CEO of Porter Henry Co written exclusively for sales managers *Sales Management Success Optimizing Performance to Build a Powerful Sales Team* contains a leading edge training program that is filled with state of the art approaches specifically designed for sales managers Drawing on the author s experience as the CEO of Porter Henry Co the oldest sales force training company in the world Warren Kurzrock details the 8 most critical abilities and strategies in the sales manager s job The Porter Henry process has proven to routinely help teams and individuals multiply their bottom line results While all major companies provide basic orientations for new sales managers these sessions are usually focused on policy procedure product and marketing information Most companies spend huge amounts of money on sales training new employees but do little for sales manager development Written for sales executives in an appealing upbeat tone the book is well grounded in research and real world experience as well as proven ideas and tools The 8 strategies are supported with illustrative examples and quotes from successful sales executives This must have book Contains the most up to date strategies for sales executives Offers compelling real world examples Includes the ideas and tools that can be put into action immediately Draws on the experience of the CEO of Porter Henry Co Reinforces the immediate application and learning with assessments exercises professional toolbox *Sales Management Success Optimizing Performance to Build a Powerful Sales Team* offers a well organized real world process for today s sales leader to meet the challenge of a most challenging chaotic job *Sales Management Control, Territory Design, Sales Force Performance, and Sales Organizational Effectiveness in the Pharmaceutical Industry* Eric Longino,2009 Limited research exists about the determinants of sales organization effectiveness in pharmaceutical sales organizations To fill this void sales management control sales territory design and sales force performance are conceptualized as antecedents to sales organization effectiveness in pharmaceutical sales organizations The results of the structural equation model tested suggested that pharmaceutical sales representatives perform better and are more effective when they are satisfied with sales territory design because of its significant relationship with sales force behavioral performance The present study suggests sales force behavioral performance leads to sales organization effectiveness through its significant relationship to sales force outcome performance These findings are somewhat different to those from similar studies in other industries and identify some important implications for sales leaders in the pharmaceutical industry as well as suggesting a number of important research directions *Sales Management- SBPD Publications* Dr. F. C. Sharma,2021-12-22 1 Nature and Scope of Sales Management 2 Salesmen or Sales Executives Functions Roles and Types 3 Sales Organisation 4 Salesmanship 5 Personal Selling 6

Prospecting Approaching Demonstrating and Displaying 7 Distribution Channels 8 Marketing Middlemen 9 Physical Distribution 10 Recruitment of Sales Force 11 Selection of Sales Force 12 Sales Force Training 13 Sales Force Compensation Remunerating the Sales Persons 14 Controlling Salespeople 15 Sales Budget 16 Sales Quotas 17 Sales Territories Sales Management Robert E. Hinson, Ogechi Adeola, Abednego Feehi Okoe Amartey, 2018-09-01 In a fast moving era of increased international competition frontier markets must devise innovative ways to meet demanding sales targets and maintain profitability These efforts will only succeed when local businesses abandon the concept of sales as a checklist of persuasive arguments that lead a customer to make a purchase and accept that building enduring customer relationships is the key to achieving sales goals To understand what it means to sell successfully sales representatives must develop a solid foundation in selling skills and an understanding of the critical elements needed to achieve sales goals By delving into the foundational concepts related to leveraging sales as a tool for organisational profit the authors give readers important insights into the critical elements of the sales process including consultative selling sales force management qualities of effective leadership in sales and the use of technological tools such as Customer Relationship Management CRM and Sales Force Automation SFA systems This book includes insightful contributions from leading sales and marketing practitioners across the continent of Africa on characteristics of successful salespeople and how to recruit them the crucial role of sales leadership sales team training methods and strategies for developing customer relationship management programs Case studies tie theory to practice and short quizzes help readers test their understanding of the material Written in an accessible and reader friendly format this book is primarily aimed at undergraduate students with a secondary audience comprised of postgraduate students and business practitioners

ENDORSEMENTS Successful corporate marketing strategies are formulated around the delivery of value to consumers while maintaining a competitive advantage Sales Management A Primer for Emerging Markets offers innovative ways to locate nurture and develop long term win win relationships with key stakeholders Readers will be rewarded with achievable concepts that will lay the foundation for developing a pattern of profitable sales Highly recommended for undergraduate and graduate students as a well crafted textbook drawing on real world experience for academicians as a reliable teaching tool and for practitioners in the world of business seeking tested guidelines for marketing success Amon Chizema Professor of Corporate Governance Birmingham Business School University of Birmingham UK Sales Management A Primer for Frontier Markets is a must read for future and current managers seeking innovative strategies for ensuring long term repeat business with customers and consumers while maintaining a sustainable competitive advantage Discussions on consultative selling the role of ethics in sales and the stages of the personal selling process have been specifically detailed and grounded in peer reviewed case study findings A highly recommended read for undergraduate and graduate students academicians and business managers pursuing up to date insights into selling customer service marketing management small business management and retailing Patrick Awotwi Commercial Director The

Coca Cola Bottling Company of Ghana and Author of Consider it Sold A Seller s Point of View **Sales Management**

Gerbrand Rustenburg,Arnold Steenbeek,2019-11-27 This international textbook focuses on the strategic and operational aspects of sales management With new material on coaching and motivating sales teams sales skills and leadership are developed in this unique product Sales Management teaches students how to gradually draw up a comprehensive sales plan a process of analysing learning asking brainstorming writing removing and reformulating This comprehensive text provides core reading for students of sales and sales management globally *08 PGT Commerce Chapter-wise Question Bank - Unit 8: Human Resource Management & Marketing Management* Dheeraj Kumar Singh, **Sales Management by Dr. F. C. Sharma (eBook)** Dr. F. C. Sharma,2020-12-12 An excellent book for commerce students appearing in competitive professional and other examinations 1 Nature and Scope of Sales Management 2 Salesmen or Sales Executives Functions Roles and Types 3 Sales Organisation 4 Salesmanship 5 Personal Selling 6 Prospecting Approaching Demonstrating and Displaying 7 Distribution Channels 8 Marketing Middlemen 9 Physical Distribution 10 Recruitment of Sales Force 11 Selection of Sales Force 12 Sales Force Training 13 Sales Force Compensation Remunerating the Sales Persons 14 Controlling Salespeople 15 Sales Budget 16 Sales Quotas 17 Sales Territories **Action Plan For Sales Management**

Success-Not just what to do but how to do it! Susan A. Enns,2010-11-05 Fact 25% of sales representatives produce 90 to 95% of all sales Clearly most of the members on your sales team are not selling up to their potential and therefore not generating the revenues they could That means neither of you are making the incomes you could Why is this case It s not that the job can t be done because 25 percent are doing it and doing it well It s because the other 75 percent either are not in the right sales position or they truly don t know how to sell Until now most sales managers have not had access to effective affordable sales training Action Plan For Sales Management Success is a proven turn key program that will become the foundation of your sales management process Action Plan For Sales Success will improve your sales management skills so that you and your team can achieve your true sales potential What You Will Learn 1 The B2B Sales Process The Sales Manager s Role Before you can lead you must know the right direction 2 Eagles or Turkeys Recruiting and Hiring The Right Sales Professional Hiring the wrong sales person will cost you 3 to 5 times their annual compensation plan We ll show you how to recruit and hire right 3 It All Starts Here Your 90 Day Sales Rep Success Plan Welcome to the company here s your price book now go and sell will not make your sales team successful We ll show you what will 4 You Are The Coach Ongoing Management Tools Properly managing your team is critical so that they produce results today and in the future We will give you the proper coaching and reporting tools to make that happen Susan understands the sales process intimately and is able to create a management process around it that drives sales people to accomplish their goals Action Plan For Sales Management Success Proven Methods That Produce Measurable Results Susan understands the sales process intimately and is able to create a management process around it that drives sales people to accomplish their goals Rob M Susan knows her

stuff She brings many years of great sales experience and success to anyone who wished to improve their skills in sales She is very personable and is not afraid to tell it like it is I would recommend anyone and I have to Susan her website her books if you want to become a better sales person Fred B Your content delivery and practical examples provided the students an excellent foundation to understand the complex topic of sales recruitment and socialization Jim N Susan really knows the selling world She s honest articulate bright giving highly competent personable and a top professional Welcome her It s the right thing to do Allan S

Printers' Ink; the ... Magazine of Advertising, Management and Sales, 1903 *ProActive Sales Management* William Miller, 2009-07-15 As the president of a major sales company and experienced sales management trainer author William Miller provides sales managers a proven method for successfully managing both sales processes and salespeople Packed with specific field tested techniques ProActive Sales Management teaches you how to motivate a sales team get your sales team to prospect and qualify create a proactive sales culture effectively coach and counsel up and down the sales organization reduce reports to one sheet of paper and 10 minutes a week forecast with up to 90 percent accuracy and take A players to A levels Today s sales managers have to be quicker than ever being more proactive about hiring the best performers and retaining them while multitasking with managing complex sales processes in order to close more deals Filled with all new metrics and tactics for making the numbers in today s sales environment ProActive Sales Management is an invaluable resource for this brand of highly in demand leaders

Selling and Sales Management David Jobber, Geoffrey Lancaster, Kenneth Le Meunier-FitzHugh, 2019 This new edition comes fully updated with new case studies using working businesses to connect sales theory to the practical implications of selling in a modern environment It also contains the results from cutting edge research that differentiates it from most of its competitors The book continues to place emphasis on global aspects of selling and sales management Topics covered include technological applications of selling and sales management ethics of selling and sales management systems selling and a comprehensive coverage of key account management

Effective Selling and Sales Management Gini Graham Scott, 2007-10-12 EFFECTIVE SELLING AND SALES MANAGMENT is designed for anyone with a product or service to sell from entrepreneurs and small business people to managers of corporate sales groups The first chapters feature effective sales techniques then the book deals with how to recruit salespeople and build a powerful sales team The chapters cover these topics Creating sales materials Getting started Selling techniques Finding Leads Using the telephone effectively Effective presentations Recruiting others to sell for you Recruiting a sales manager Recruiting your own sales team Interviewing sales people Orienting new sales people Organizing new sales people Setting up a training program Coordinating sales activities Keeping your sales group motivated Providing extra assistance and support Training sales people to train others

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the customer in terms of: 1) what they want; 2) what ... Quantitative problem solving methods in the airline industry

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