

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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Sales Management Npast Exam Paper:

Decoding **Sales Management Npast Exam Paper**: Revealing the Captivating Potential of Verbal Expression

In a period characterized by interconnectedness and an insatiable thirst for knowledge, the captivating potential of verbal expression has emerged as a formidable force. Its capability to evoke sentiments, stimulate introspection, and incite profound transformations is genuinely awe-inspiring. Within the pages of "**Sales Management Npast Exam Paper**," a mesmerizing literary creation penned by a celebrated wordsmith, readers attempt an enlightening odyssey, unraveling the intricate significance of language and its enduring effect on our lives. In this appraisal, we shall explore the book's central themes, evaluate its distinctive writing style, and gauge its pervasive influence on the hearts and minds of its readership.

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