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MGT/S-3-MV/
12(305-A)

2012

Time : 3 hours

Full Marks : 80

Candidates are required to give their answers in their own words as far as practicable.

The questions are of equal value.

Answer any **four** questions in which Q. No. 1 is compulsory.

1. Multiple choice questions. Select the correct answer from given alternatives :
 - (a) Personal selling includes _____
 - (i) Selling
 - (ii) Services to the Customers
 - (iii) Developing Goodwill of the Firm
 - (iv) Above mentioned all the functions
 - (b) Selection of Salesmen is made _____
 - (i) By Production Department
 - (ii) By Personnel Department

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(Turn over)

- (iii) By Finance Department
- (iv) None of the above
- (c) Which of the following is not function of channels of distribution ?
 - (i) Managing Finances
 - (ii) Managing Production
 - (iii) Promotional Activities
 - (iv) Pricing
- (d) Wholeseller renders services towards :
 - (i) Wholeseller
 - (ii) Retailer
 - (iii) Society
 - (iv) Retailer and Society
- (e) Approach used for finding out the size of a sales force is _____
 - (i) Systematic Approach
 - (ii) Workload Approach
 - (iii) Frequency Approach
 - (iv) Joint Approach
- (f) Which is a type of conflict ?
 - (i) Vertical Channel Conflict
 - (ii) Horizontal Channel Conflict

- (iii) Multi Channel Conflict
 - (iv) All of the above
- (g) Consumer sales promotion is a _____.
- (i) Pull Strategy
 - (ii) Push Strategy
 - (iii) Both of the above
 - (iv) None of the above
- (h) In _____ power, the manufacturer requests a behaviour that is warranted under the contract.
- (i) Legitimate
 - (ii) Reward
 - (iii) Expert
 - (iv) Referent
- (i) _____ involves conflict between members at the same level within the channel.
- (i) Vertical Channel Conflict
 - (ii) Horizontal Channel Conflict
 - (iii) Multi Channel Conflict
 - (iv) None of the above
- (j) _____ means resorting to a neutral 3rd party who is skilled in conciliating the two parties interests.
- (i) Diplomacy

a-IV f-IV
b-II g-I
c-III h-II
d-IV i-III
e-I j-IV

- (ii) Mediation
- (iii) Arbitration
- (iv) Co-operation

2. Define personal selling. What are the steps involved in personal selling ?
3. Define Advertising. Explain the various advertising objectives and benefits.
4. Explain the functions of retail selling.
5. Define channel conflict and channel cooperation. What are the different kinds of channel conflict ?
6. What are the steps required for training a sales personnels ? How sales force can be motivated ?
7. Explain Value Networks. Explain the significance of physical distribution.
8. Explain the compensation structure of a sales personnel.

