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MGT/S-3-M/V/ 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.

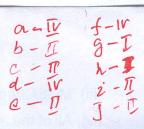
- 1. Multiple choice questions. Select the correct answer from given alternatives :
  - (a) Personal selling includes \_\_\_\_\_
    - (i) Selling
    - (ii) Services to the Customers
    - (iii) Developing Goodwill of the Firm
  - (iv) Above mentioned all the functions
  - (b) Selection of Salesmen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

AP - 11/2

(Turn over)

AVIM- A anal	(iii) By	Finance Depar	tment	
	(iv) Nor	ne of the above		
		of the following Is of distribution		function of
	(i) Ma	naging Finance	es	
	(ii) Ma	naging Product	ion	
	(iii) Pro	motional Activi	ties	
	(iv) Prid	cing		
(d)	Wholes	eller renders se	ervices to	wards:
	(i) Wh	oleseller		
	(ii) Ret	tailer		
	(iii) So	ciety	<b>t</b>	, it.)
V	(iv) Re	tailer and Socie	ety	
		ch used for fine		the size of a
	(i) Sys	stematic Appro	ach	
<b>/</b>	(ii) Wo	orkload Approa	ch	
	(iii) Fre	equency Approa	nch	
	(iv) Joi	nt Approach		
(f)	Which i	s a type of con	flict?	
	(i) Vei	rtical Channel C	Conflict	
	(ii) Ho	rizontal Channe	el Conflic	t (8) <sub>29</sub>
AP – 11/	2	(2)		Contd.

(111)	Multi Channel Conflict
(iv)	All of the above
(g) Con	sumer sales promotion is a
<b>(i)</b>	Pull Strategy
(ii)	Push Strategy
(iii)	Both of the above
(iv)	None of the above
(h) In_	power, the manufacturer requests
a b	ehaviour that is warranted under the
con	tract.
(i)	Legitimate
(ii)	Reward
(iii)	Expert
(iv)	Referent
	involves conflict between members
	ne same level within the channel.
	Vertical Channel Conflict
	Horizontal Channel Conflict
(iii)	Multi Channel Conflict
(iv)	None of the above
(j)	means resorting to a neutral 3rd
	ty who is skilled in conciliating the two
par	ties interests.
(i)	Diplomacy
AP - 11/2	(3) (Turn over)
AP - 11/2	(3)



- (iii) 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.

AP - 11/2 (50)

(4)

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