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Paper ID: GRS002

Course Code: GC-CRS2

**Examination (January - 2024)**  
**Certificate Programme in Retail and Sales Management Skills**  
**Semester-1**

**Sales Management**

**Time Allowed: 2 Hours**

**Max.Marks: 70**

**Instructions for the Students**

1. The question paper shall consist of 70 Multiple Choice questions.
2. All questions are compulsory. Each question carries 1 mark.
3. There will be no negative marking.

<p>Q1.....is the fundamental guiding principal of sales management</p> <p>a) Customer delight b) Customer oriented c) Client satisfaction d) None of the above</p>	<p>Q2. The final point of sale organisation is...</p> <p>a) Sales budgeting b) Sales planning c) Selling policy d) None of the above</p>
<p>Q3. Which is not a type of sales organisational structure?</p> <p>a) line b) line and staff c) none of the above d) both the above</p>	<p>Q4. . Sales management is the .....of a sales staff, and the tracking and reporting of the company's sales.</p> <p>a) Strategy b) Training and management c) Management d) None of the above</p>
<p>Q5. ....is the fundamental guiding principle of sales management.</p> <p>a) Customer delight b) Customer orientation c) Client satisfaction d) None of the above</p>	<p>Q6. What is the role of the sales manager is the effective pathway to generate sale...</p> <p>a) Manage sales b) Manage employees c) Manage resources d) Manage records</p>
<p>Q7. The work of setting up objectives for selling activities, determining and scheduling the steps necessary to achieve these objectives is known as.....</p> <p>a) Selling b) Sales policy c) Sales programme d) sales planning</p>	<p>Q8. Reduce buyer concern that might have arise after the sale, reveal problems, assure buyer of salesperson interest, ensure customer satisfaction, and repeat business is called.....</p> <p>a) Approach b) Follow Up c) Closing d) Pre Approach</p>

<p>Q9. _____ is a group of people working together to achieve the objective of sales.</p> <p>a) Sales force b) Sales Organization c) Sales Team d) Marketing Dept.</p>	<p>Q10. Sale has _____ function in an organization.</p> <p>a) Only loss generating b) only revenue generating c) both loss as well as revenue generating d) neither loss nor revenue generating</p>
<p>Q11. Which of the following is not a function of sales budgeting?</p> <p>a) Motivating b) Planning c) Decision making d) Controlling</p>	<p>Q12. Sales and Distribution Management majorly focuses on the _____</p> <p>a) Buying aspect of an organization b) Selling aspect of an organization c) Negotiating aspect of an organization d) Producing aspect of an organization</p>
<p>Q13. A sales organisation bridges the gap between the market and the .....</p> <p>a) Human Resource capacity of the firm b) Financial capacity of the firm c) Productive capacity of the firm d) Marketing capacity of the firm</p>	<p>Q14. The most important objective of ____ is to convince customers to make a purchase.</p> <p>a) Direct marketing b) The person selling c) Person-to-person communication d) Integrating programs</p>
<p>Q15. Budgeting is closely related with.....</p> <p>a) Planning b) Implementing c) Control d) Directing</p>	<p>Q16. .Which of the following statements about sales force management is true?</p> <p>a) The sales force is the firm's most direct link to the customer b) The statement, "The world will beat a path to your door if you build a better mousetrap," reflects how business operates today c) As organizations implement the marketing concept, they soon realize how important it is to be sales-oriented d) Personal selling is usually less expensive than advertising</p>
<p>Q17. ....is the most basic forms of sales organization, characterized by a chain of command running from the top sales executive down to the level of salesman.</p> <p>a) Staff sales organisation b) Functional sales organization c) Line sales organization d) None of the above</p>	<p>Q18. ....and .....are the source of recruitment in the sales organisation.</p> <p>a) Company Executive and placement agencies b) Managers and salesmen c) Trustee and Manager d) Partners</p>
<p>Q19. A good sales organization is a .....for effective sales planning.</p> <p>a) Planning b) Organising c) Decision making d) Foundation</p>	<p>Q20. Sales organization defines the relation ship between people in the organization in term of authority, responsibility and .....</p> <p>a) Accountability b) Management c) Controlling the expenses d) Process</p>

<p>Q21. Fringe Benefits, variable amount, fixed amount and expenses are the part of ..... In sales force management</p> <p>a) Recruiting b) Training c) Compensation d) Evaluating</p>	<p>Q22. Which of the following is the correct sequence for corporate selling.</p> <p>a) Pre-approach, approach, need assessment, presentation, meeting objective, gaining commitment, and follow up b) Follow up, prospecting, pre-approach, approach, need assessment, presentation, meeting objective, gain commitment c) Presentation, prospecting, pre-approach, approach, need assessment, meeting objective, gain commitment and follow up d) Prospecting, pre-approach, approach, need assessment, presentation, meeting objective, gaining commitment and follow up</p>
<p>Q23. An effective sales plan objective should be:</p> <p>a) Precise, measurable, and time specific. b) General, measurable, and flexible. c) Profitable, subjective, and measurable. d) Precise, profitable, and flexible.</p>	<p>Q24. _____ is the planning stage, learning about the customer and learning about who makes the final decision.</p> <p>a) Pre-approach b) Approach c) The Needs assessment d) Prospecting</p>
<p>Q25. Prospecting involves two components _____ and _____.</p> <p>a) Task finding and task orientation b) Identifying leads and qualifying leads c) Task finding and qualifying leads d) Identifying leads, task finding</p>	<p>Q26. _____ A manager are team leaders but can fail if _____</p> <p>a) Treat sales personnel as equals b) Exceed customer expectations by bringing additional value c) Don't have structure and discipline d) Work closely with internal departments</p>
<p>Q27. _____ means actual transfer of possession.</p> <p>a) Virtual Distribution b) Exclusive Distribution c) Direct Distribution d) Physical Distribution</p>	<p>Q28. _____ is a distribution system in which the ultimate buyer acquires the title directly from the manufacturer of the product.</p> <p>a) Direct Distribution b) Indirect Distribution c) Exclusive Distribution d) Intensive Distribution</p>
<p>Q29. In distribution system, VMS stands for...</p> <p>a) Vertical Marketing System b) Vertical Management System c) Vocal Marketing System d) Vocal Management System</p>	<p>Q30. Personal selling is used extensively in _____.</p> <p>a) Simple and less technical products b) Complex and non technical products c) Complex and highly technical products d) Simple &amp; highly technical products</p>
<p>Q31. The purpose of supply chain management is to...</p> <p>a) Increase the production level b) Enhance the quality of product and service c) Provide satisfaction to the customer d) Manage and integrate supply and demand management</p>	<p>Q32. EDI stands for....</p> <p>a) Electronic Data Interface b) Electronic Data Interchange c) Electronic Documentation Interchange d) Electronic Distribution Intermediary</p>
<p>Q33. The oral presentation of a company's products, or services to one or more prospective purchasers for the purpose of making a sale is known as _____.</p> <p>a) Sales Planning b) Personal Selling c) Sales &amp; Distribution Management</p>	<p>Q34. The four elements; channels of distribution, transportation, warehousing and inventory constitute _____.</p> <p>a) Promotion mix. b) Marketing mix. c) Distribution mix.</p>

d) Oral Selling	d) Product mix.
Q35. Most producers use _____ to bring their products to market or end users. a) Brokers b) Retailers c) Intermediaries d) Distributors	Q36. Which of the following is not an area of responsibility for a logistics manager? a) Information systems b) Marketing c) Inventory d) Purchasing
Q37. A sales quota is: a) a useful tool for designing a sales organizational structure b) a performance goal c) not useful for improving sales force morale d) cannot be used when selling in foreign markets	Q38 Regarding the relationship between sale quotas and strategic marketing management: a) quotas ordinarily guide executives in their strategic planning b) setting quotas helps a sales manager to select appropriate quotas c) sales force goals are usually based on sales quotas d) none of the above
Q39. Market Logistic Planning has four steps. Arrange the steps in sequence. (a). Develop operational excellence in sales forecasting, warehouse, transport and material management. (b). Select the best channel design and network strategy for reaching the customers. (c). Implement the solution with best information systems, equipment policies and procedure. (d). Decide on company value proposition to its customers. a) d - b - a - c b) a - b - c - d c) b - c - a - d d) c- a - b - d	Q40. Choose the right sequence of sales quota... a. Decide how to set sale quota b. Establish your base line c. Calculate your sales quota d. Determine your review period e. Communicate performance expectation a) a-b-c-d-e b) e-d-c-b-a c) c-b-a-d-e d) b-a-c-d-e
Q41. _____ is a financial plan depicting how resources should best be allocated to achieve the forecasted sales. a) Sales Budget b) Sales Audit c) Sales Control d) Sales P&L plan	Q42. When the manufacturer establishes two or more channels catering to the same market, then ..... occurs. a) Vertical channel conflict b) Horizontal channel conflict c) Multi channel conflict d) None of the above
Q43. Purchase process if differentiated by the mental sequence of events that goes on in prospect mind is.... a) AIDA b) Buying formula theory c) Selling theory d) Marketing theory	Q44. Which theory is also known as situation response theory? a) AIDAS Theory b) Buying formula theory of selling c) Behavioral Equation Theory d) Right set of circumstances Theory
Q45. Which of the following is NOT one of the major factors affecting how compensation is structured for a sales force? a) wage level in relation to salespeople in other organizations in the industry b) salesperson's individual wage c) wage structure for the sales force d) number of new customers in each sales territory	Q46. The most frequently used type of compensation plan is a: a) Straight salary compensation plan. b) Straight commission compensation plan. c) Combination compensation plan. d) Weighted compensation plan.

<p>Q47. Providing knowledge of product, personality development, communicating the criteria to the salesperson are .....in sales force management</p> <p>a) Formal evaluation b) Qualitative evaluation c) Product evaluation d) Training evaluation</p>	<p>Q48. Stimulate the employees to apply for is known as..</p> <p>a) Recruitment b) Selection c) Training d) Compensation</p>
<p>Q49. Main managerial functions of sales HRM are...</p> <p>a) Planning, Organising, Coordination, Controlling b) Planning, Organising, Staffing c) Planning, Controlling d) Organising, Staffing</p>	<p>Q50. In an organization .....is also very useful when technically complex products are in the process to sell.</p> <p>a) Individual selling approach b) Group selling approach c) Team based selling approach d) None of the above</p>
<p>Q51. DRP stands for..</p> <p>a) Distribution Requirement Planning b) Dividend Requirement Planning c) Distribution Resource Planning d) Distribution Reverse Planning</p>	<p>Q52. Marketing management must make four important decisions when developing an advertising program. All of the following would be among those decisions except....</p> <p>a) Setting advertising objectives. b) Conducting advertising culture audit c) Setting the advertising budget. d) Developing advertising strategy.</p>
<p>Q53. Challenges faced by Human resource management includes</p> <p>a) Technological changes, workforce diversity, globalisation b) Productivity, career planning c) Compensation management d) Downsizing and voluntary retirement scheme</p>	<p>Q54. In ----- training, a training centre is set-up and actual job conditions are duplicated or simulated in it</p> <p>a) Classroom b) Apprenticeship c) Internship d) Vestibule</p>
<p>Q55. ----- is the process of imparting or increasing knowledge or skill of an employee to do a particular job.</p> <p>a) Training b) Development c) Motivation d) Leadership</p>	<p>Q56. To introduce the new employee to the organisation rule regulation is known as....</p> <p>a) Induction b) Selection c) Fairwell d) None of the above</p>
<p>Q57. ----- is the systematic, periodic and impartial rating of an employee excellence in matters pertaining to his present job and his potential for a better job.</p> <p>a) Performance appraisal b) Compensation and motivation c) Training and Development d) Performance indicator</p>	<p>Q58. The combination of peer, superior, subordinate and self-review appraisal is known as</p> <p>a. 360° appraisal b. Human resource accounting system c. All round review d. Feed forward</p>
<p>Q59. Modern method of performance appraisal are:</p> <p>a) Assessment centre method b) Management by objectives c) BARS ( Behaviourally anchored rating scale) d) All of these</p>	<p>Q60. Sales Human Resource Management tries to establish employees as the _____ of organization</p> <p>a) Managers and officers b) Important workers c) Capital d) Strategic partner</p>

<p>Q61. The compensation paid during the time of layoff is called _____</p> <p>a) Dearness Allowance  b) Servant Allowance  c) Retaining Allowance  d) Cash Allowance</p>	<p>Q62. Arrange the following staffing process in a correct sequence:</p> <p>i) Determine sources of personnel supply  ii) Preparing personnel specifications  iii) Selection of personnel  iv) Determining personnel characteristics</p> <p>a) ii, iii, i, iv  b) ii, i, iv, iii  c) i, ii, iii, iv  d) i, ii, iv, iii</p>
<p>Q63. Which of the following is a hindrance of effective training?</p> <p>a) Career planning workshop  b) Aggregate spending on training is inadequate  c) Mentoring  d) Career counseling</p>	<p>Q64. Incentives depends upon</p> <p>a) Productivity  b) Sales  c) Profits  d) All of the above</p>
<p>Q65. Which of the following factor influence(s) employee compensation?</p> <p>a) Labour market  b) Cost of living  c) Labour unions  d) All of the above</p>	<p>Q66. Any compensation plan must be</p> <p>a) Understandable, workable, acceptable  b) Reasonable, workable, acceptable  c) Understandable, feasible, acceptable  d) Understandable, workable, compensable</p>
<p>Q67. Team based selling is.....</p> <p>a) Individual sale approach  b) Collaborative sale approach  c) Both a and b  d) None of the above</p>	<p>Q68. The best way to improve customer experience is to.....</p> <p>a) Conduct a touch point analysis  b) Make changes based on the  c) Measure the impact of the changes  d) All the above</p>
<p>Q69. The main drawback of CRM is</p> <p>a) Implementing CRM before creating a customer strategy  b) Rolling out CRM before changing the organization to match  c) Stalking, not wooing, customers  d) All the above</p>	<p>Q70. Assertion: Trust leads to high level of affective commitment.  Reason: Affective Commitment leads to Trust.</p> <p>a) Both A and R are false.  b) A is true and R is the correct explanation of A  c) Both A and R  d) A is true and R is not correct explanation of A</p>