

Sample Question Paper

Subject- Sales Force Management

Subject code 182

Note – This is a sample Question paper for student's exam reference only, might be pattern of paper can be change in actual examination.

Q. 1 There are two opinions on the success of Sales Managers. Some argue that sales abilities are inborn qualities, others say these are developed. Both these arguments have substance in them.

1. TRUE
2. FALSE

Correct Answer :-

TRUE

Q. 2 While evaluating the performance of Managers, their superiors must ascertain whether factors, responsible for poor performance are within the control of these Managers or not.

1. TRUE
2. FALSE

Correct Answer :-

TRUE

Q. 3 _____ introduces strict control on expenditure to ensure expenses are within budgetary provisions. This will assist taking corrective action whenever deviations are beyond acceptable limits.

1. Area Sales Manager
2. Regional Sales Manager
3. District Sales Manager
4. General Sales Manager

Correct Answer :-

General Sales Manager

Q. 4 The several phases of control are also termed as _____.

1. Control Cycle
2. Management Cycle
3. Management Control Mechanism
4. Control Process Cycle

Correct Answer :-

Management Cycle

Q. 5 Corrective action for controllable variable leads to _____.

1. Poor market performance
2. Poor sales performance
3. Poor administration
4. Poor sales analysis

Correct Answer :-

Poor sales performance

Q. 6 DSM's performance is evaluated based on:-

1. Reaching or exceeding laid down sales targets
2. Limiting sales expenses within the budgeted figures
3. Both of the above
4. None of the above

Correct Answer :-

Both of the above

Q. 7 Organizing in sales management involves the following except:-

1. Structure
2. Responsibility assignment
3. Delegation of authority
4. Promotional efforts

Correct Answer :-

Promotional efforts

Q. 8 The primary task of Sales Manager is to secure maximum sales in the sales territory in accordance with _____.

1. Sales budget
2. Marketing expenses
3. Sales plan
4. Sales audit

Correct Answer :-

Sales budget

Q. 9 The sum of sales of salesmen put together is nothing but _____.

1. Market share
2. Sales volume
3. Sales target
4. Sales forecast

Correct Answer :-

Sales volume

Q. 10 SMBO' stands for _____.

1. Strategic Management By Objectives
2. Sales Management By Objectives
3. Sales Management By Objections
4. Sales Methodology By Objectives

Correct Answer :-

Sales Management By Objectives

Q. 11 If a company is launching a new 'inverter', what sort of quality it should prefer, so that the company sales personnel use the word 'guarantee', frequently for sales promotion?

1. Low quality
2. High quality
3. Average quality
4. Very low quality

Correct Answer :-

High quality

Q. 12 Organizing sales efforts within and outside the organisation involves rendering correct advice and data for management in taking proper policy decisions on marketing efforts like:-

1. Price
2. Quality
3. Channel selection and promotional steps
4. All of the above

Correct Answer :-

All of the above

Q. 13 Sales - cost of Sales = _____.

1. Net Profit
2. Gross Margin
3. Cost of Sales
4. Cost Margin

Correct Answer :-

Gross Margin

Q. 14 Staff functions of sales force includes:-

1. a) Compensation and incentives
2. b) Delegation and quota fixing
3. c) Performance evaluation
4. d) Both (a) and (b)

Correct Answer :-

a) Compensation and incentives

Q. 15 In _____, successful industries have become "knowledge based" and "skill intensive". Sales department has become more important.

1. Pre-industrial revolution period
2. Production oriented period
3. Sales oriented period
4. Customer oriented period

Correct Answer :-

Customer oriented period