

# SALES MANAGEMENT

## CHAPTER 1

1) Prior to the Industrial Revolution, major attention was devoted to manufacturing problems because  
(Chapter No. 1 page No. 1)

Option: -

1. Manufacturing was very difficult task (0)
2. Selling was done through proper channel (0)
3. Selling was not a problem because of large no. of buyers & limited supply (1)
4. Manufacturing involved high risk (0)

2) . A Sales Manager is primarily responsible for recruiting, selecting and training sales force. (Chapter no. 1 & page no 3)

Options

1. You fully disagree with the statement (0)
2. You fully agree with the statement (1)
3. You partially disagree with the statement (0)
4. You neither agree nor disagree (0)

3) . An estimate of sales, in rupees or physical units, for specified future period under a proposed marketing plan or program and under an assumed set of economic and other forced outside the unit, known as (Chapter no. 1 & page no 6)

Options

1. Sales Forecasting (1)
2. Sales Evaluation (0)
3. Sales Management (0)
4. Sales Budgeting (0)

4) . At each step in the budget making process, the attempt is made to reduce as much as possible the detail; to be passed upward the next step, so that (Chapter no. 4 & page no 96)

Options:

1. The data can be retained for future references (0)
2. The final company budget is relatively simple and unsealed (1)
3. The cost of budget can be reduced (0)
4. Secrecy can be maintained in the operation (0)

5) which of these sales forecasting methods are used mainly for planning changes in production capacity (Chapter 1 Page No.6)

Options:

1. Short-term sales forecasting (0)
2. Long-term sales forecasting (1)
3. Medium term sales forecasting (0)
4. No such methods are there (0)

CHAPTER 2

6) . Bata has opened his showrooms for selling its products in most of the cities of India. This distribution channel is (Chapter 1, page 20)

Options

1. Directly serving consumer (1)
2. Indirectly serving consumer
3. Not serving consumer
4. Serving in direct and indirect way

7) . As marketing personnel, if you want to make intimate contacts with customers and closer control over selling conditions. You will select (Chapter 1, page 21)

Options

Indirect distribution channel

Direct distribution channel (1)

Indirect and direct distribution channel

None of these

8) . ABC company offered the lower price to a new and large buyer. This extra sale shared to their existing fixed cost. This pricing policy is known as-

(Chapter 1, page 25)

Options

1. Pricing relative to the competition
2. Meeting the competition
3. Pricing above the competition
4. Contribution pricing (1)

9) . Trade selling, missionary selling, technical selling are the types of –

(Chapter 1, page 29)

Options

1. Varied selling style
2. Basic selling style (1)
3. Western selling style
4. Indian selling style

10) . Trade selling, missionary selling, technical selling are the types of –

(Chapter 1, page 29)

Options

5. Varied selling style
6. Basic selling style (1)
7. Western selling style
8. Indian selling style

### CHAPTER 3

11) . Being a sales executive, if you have to hire a sales personnel for serving the middlemen. You will look for the basic quality in him, like (Chapter2 page 57)

Option

1. Better external look
2. Better English comprehension
3. Better communication skill and grasping power
4. None of above

12) . Manufacturers undertake co-operative program with middlemen in order to

(Chapter2 page 58)

Options

1. Build middlemen loyalty
2. Stimulate middlemen to greater selling effort
3. Develop managerial efficiency in distributive organization
4. All of above (1)

13) . Disloyalty of middlemen with company leads to (Chapter2 page 59)

Options

1. Unnecessary litigations in the court
2. Reduced profitability of the company
3. Decreased and biased sales (1)
4. Better industrial relations

14) . In distribution network dealers can be trained on important issues through

(Chapter2 page 60)

Options

1. Middlemen's advise and network
2. Organizing trade fares in their cities
3. Managerial training programs for dealers (1)
4. None of above

### CHAPTER 3

15) . Before drafting appropriate recruiting and selection programs management required to know the (Chapter3 page 62)

Options

1. Market potential
2. Marketing environment
3. Factors affecting buyers decision making process
4. All of above (1)

16) . Sales Job Analysis aims at (Chapter3 page 62)

Options

1. Proper man on proper job (1)
2. Proper Territory designing
3. Proper male female ratio in the organization
4. Capitalizing market potential

17) . Questions like what are the purposes of this job? What is the title of the job? Are the part of (Chapter3 page 62)

Options

1. Sales job analysis (1)
2. Market analysis
3. Demand analysis
4. All of above

18) . Instead of hiring a new sales executive, companies prefer to promote the existing on because they feel that (Chapter3 page 63)

Options

1. Existing employee already know something about the job and about the company policy (1)
2. Existing employee can be settled on lower compensation package
3. Existing employee is one who knows how to maximize the company profit
4. All of above

19) . Internal transfer is a source of (Chapter3 page 64)

Options

1. Procuring raw materials
2. Internal recruitment and selection (1)
3. Management information system
4. None of above

#### CHAPTER 4

20). The sales budget planner mainly emphasize on - (Chapter 4, page 94)

Options

1. Reaching required sales volume in expensive ways
2. Reaching required sales volume irrespective of any cost
3. Reaching required sales volume in economical ways (1)
4. All of above

21). At each level in budgetary process, individual budgets must be approved by concern executives so that - (Chapter 4, page 96)

Options

1. Executive take note of each budget

2. Cost of budget can be minimized
3. Deficiencies of each budget can be rectified (1)
4. All of above

22). Individual items in each sales budget serve as “Standards” against which - (Chapter 4, page 97)

Options

1. Management calculate the profit of company
2. Management measure performance (1)
3. Management decides the requirement of sales personnel
4. Management faces the keen competition

23). Weekly report of sales budget implementation gives a chance of - (Chapter 4, page 97)

Options

1. Identifying the strong and dull sales personnel in the market
2. Identifying the geographical area where sale is quite high
3. Corrective action to be initiated before actual performance moves too far from budget (1)
4. All of above

CHAPTER 5

24). Sales growth objectives give the preference to - (Chapter 5, page 118)

Options

Recruiting best sales personnel in the organization

Expanding operation and increasing sales (1)

Efficient planning of selling activities

Aggressive advertising

25). The statement of clear objectives helps to - (Chapter 5, page 118)

Options

Mold a strategy and translate the company mission into action. (1)

Develop the good industrial relation

Promote the company selling efforts

Find the lacunas in the sales plan

26). Market segmentation refers to - (Chapter 5, page 120)

Options

Dividing the market according to geographical area

Dividing the market according to consumer income and preferences (1)

Dividing the market according to competitors product line

All of above

27). Controllable variables in retail strategy - (Chapter 5, page 122)



Options

Area selection

Site selection

Terms of tenancy

All of above (1)

28). Company sales executives have to take due care of legal restrictions, as  
(Chapter 5, page 123)

Options

Avoiding this may lead to reduced sales

Avoiding this may cause savior penalties (1)

Avoiding this may lead to high cost of sales

All of above