



**SECTION A (ONE MARKS)**

(1) \_\_\_\_\_ has led to greater emphasis on customer service.

- (a) Demand
- (b) Supply
- (c) Promotions
- (d) competition

Answer : D

(2) The conflicts will be \_\_\_\_\_ if the territories are assigned and changed regularly.

- (a) minimum
- (b) maximum
- (c) equal
- (d) lower

Answer : B

(3) Supply chain increase the \_\_\_\_\_ in the supply chain and also reduce the bullwhip effect to as moderate level.

- (a) Information flow
- (b) market share
- (c) customer satisfaction
- (d) total profits

Answer : D

(4) How profitable a given customer is over time defines your LTV or Life-time value.

- (a) improve follow up
- (b) sales cycle efficiency
- (c) life-time value
- (d) demand forecasting

Answer : C

(5) Which of the following is included in initiative?

- (a) for all levels
- (b) able to convince other in both positive or negative circumstances
- (c) prepare for problems or opportunities in advance
- (d) earn trust

Answer : C

(6) ----- involves many marketing tactics like price deals, bonus offers and gifts.

- (a) personal selling
- (b) Sales promotion
- (c) Public relations
- (d) word of mouth

Answer : B

(7) In ----- selling sales people will have areas or specific geographical locations assigned for them and specific accounts will also be designated

- (a) Business selling
- (b) technical selling



trade sales

- (d) Missionary sales

Answer : B

(8) In stewardship delegation which one of the below focuses on failure paths

- (a) Desired results
- (b) Guidelines
- (c) resources
- (d) accountability

Answer : A

(9) Outbound logistics focuses

- (a) movement of goods from supplier to manufacturers
- (b) Movement of goods within the organization
- (c) Movement of support services to the organization
- (d) Movement of goods from manufacturer to customer

Answer : D

(10) ----- consists of the sale of goods or merchandise for personal or household consumption.

- (a) wholesaling
- (b) retailing
- (c) reselling
- (d) brokering

Answer : B

(11) ----- is an important tool for controlling costs and achieving the overall objectives.

- (a) sales expenses
- (b) sales promotion
- (c) sales budgetary control
- (d) sales territories

Answer : C

(12) Which of the following is False?

- (a) channel relationships are increasingly important in creating market value and sustainable competitive advantage
- (b) from the manufacture's perspective , channel conflict becomes destructive when the existing distribution channels read to channel migration by reducing support or shelf space for the manufacturer.
- (c) both a and b
- (d) none of the above

Answer : D

(13) What is the various categories of supply chain?

- (a) Raw supply chains
- (b) Ripe supply chains
- (c) Internal supply chains
- (d) all of the above

Answer : D

(14) Major trends in Supply Chain Management are;

co-maker ship

- (b) use of third party logistics
- (c) principle of postponement
- (d) all of the above

Answer : D

(15) What is the benefits of using the concept of supply chain?

- (a) it identifies the roles and tasks to be undertaken in the total process of customer satisfaction.
- (b) the analysis may be used to determine more accurate costs for providing the service requirements of customers using an activity-based costing methodology.
- (c) both a and b
- (d) none of the above

Answer : C

(16) The effectiveness of international sales management decisions has a direct impact on the success (and profitability) of an organization seeking to operate in foreign markets. In general, these decisions can be categorised into which three areas?

- (a) Sales force administration, behavioural factors and environmental factors
- (b) Sales force administration, industrial factors and environmental factors
- (c) Country factors, recruitment factors and cultural factors
- (d) Political factors, economic factors and cultural factors

Answer : B

(17) What is the responsibilities of sale person?

- (a) get new customers
- (b) sell new products to existing customers
- (c) keep existing customers happy with their on-going purchase
- (d) all of the above

Answer : D

(18) Graphic Depiction of the normal distribution of employee performance in an organization.

- (a) Maslow's Hierarchy of Needs
- (b) The behavioral Model
- (c) The bell Curve
- (d) none of the above

Answer : C

(19) What is the features of sales control and cost analysis?

- (a) cost benefit analysis
- (b) overhead analysis
- (c) equipment acquisitions
- (d) all of the above

Answer : D

(20) It is used by businesses for the delivery of goods form distant suppliers.

- (a) Air
- (b) Sea
- (c) Rail
- (d) Road

Answer : B



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### Q) SECTION B

(21) To keep the sales pipeline full of good quality leads, you must continuously increase the awareness of your company and the solutions that it provides.

- (a) improve follow up
- (b) sales cycle efficiency
- (c) increase awareness
- (d) demand forecasting

Answer : C

(22) Which of the following is included in communication?

- (a) for all levels
- (b) able to convince other in both positive or negative circumstances
- (c) prepare for problems or opportunities in advance
- (d) earn trust

Answer : A

(23) Which of the following is included in reading the system?

- (a) for all levels
- (b) able to convince other in both positive or negative circumstances
- (c) prepare for problems or opportunities in advance
- (d) be aware of significant contributing factors to manage change

Answer : D

(24) Salespeople's competencies are usually developed through \_\_\_\_\_ before they are sent on field

- (a) sales training
- (b) one – to-one talk
- (c) previous experiences
- (d) goal sharing

Answer : A

(25) \_\_\_\_\_ is a repository of an organization's electronically stored data

- (a) data mining
- (b) knowledge discovery
- (c) data warehousing
- (d) data warehouse

Answer : D

(26) \_\_\_\_\_ involves studying the profitability of the units and implementing appropriate action depending on the findings of the analysis.

- (a) Sales control
- (b) Sales audit
- (c) Cost analysis
- (d) Sales analysis

Answer : C

(27) Integrated Supply Chain Management is a process-oriented integrated approach to procuring, producing and delivering products and services to customers.

- (a) Peter J. Metz
- (b) Ganeshan and Harrison
- (c) Ohio State University's Global SCM Forum

Cisco

Answer : A

(28) .Which of the following is False?

- (a) the post-transaction elements of customer service are generally supportive of the product while in use.
- (b) a supply chain should wait for a problem to arise and then deal with it.
- (c) supply chains often suffer because either one or several links in the chain are unable or are resistant to change
- (d) all of the above

Answer : B

(29) Where a company has a strong brand it may consider extending the brand to new product ranges. Which of the following is not an advantage of following this strategy?

- (a) It is risk-free as the brand is already established
- (b) Buyers are familiar with the brand values
- (c) Brand values will be transferred to the new products
- (d) There are economies of scale in promotion

Answer : A

(30) What is the issue considered while compensating sales personnel?

- (a) should the sales person receive sales credit and thus incentive payment for orders put through the Web?
- (b) who owns the customer-the sale person or the Webmaster?
- (c) both a and b
- (d) none of the above

Answer : C

(31) What are the lessons that can be learn from participating and benchmarking with various sector groups?

- (a) multiple codes, surveys and audits increase costs and result in fatigue and fraud
- (b) approaches must be both top-down and bottom-up and must focus on addressing root causes of issues
- (c) both a and b
- (d) none of the above

Answer : C

( ) SECTION C

(32) OEM refers to \_\_\_\_\_.

- (a) Original equipment marketing
- (b) Original exclusive manufacturer
- (c) Original equipment manufacturer
- (d) Only export market

Answer : C

(33) In \_\_\_\_\_ a product marketer also operates their own retail outlets.

- (a) Combined retail systems
- (b) assisted retail systems
- (c) personal retail systems
- (d) direct retail systems



: D

- (34) Logistics includes \_\_\_\_\_ and \_\_\_\_\_.
- (a) Planning, facility location
  - (b) Forecasting, customer service
  - (c) data mining , data warehousing
  - (d) data mining, customer service

Answer : A

(35) Which four major cultural elements generally affect sales force recruitment in a foreign market?

- (a) Education, ethnic composition, linguistic and social class
- (b) Education, experience, religious orientation and social class
- (c) Education, ethnic composition, religious orientation and social class
- (d) Education, ethnic composition, sexual orientation and gender

Answer : C

(36) \_\_\_\_\_ obstacles refer to actions taken in the course of placing and filling orders that lead to an increase in variability.

- (a) information processing
- (b) operational
- (c) incentive
- (d) behavioural

Answer : B

(37) Which of the following is the correct statement?

- (a) personal selling has a vital role in service, because of the large number of source businesses which involve personal interaction between the service provider and the customer, the service being provided by a person not a machine and people becoming part of the service product.
- (b) lack of training and resistance to selling are two commonly faced problems in many services businesses
- (c) sales promotion includes any marketing activity designed to sell a product or service
- (d) all of the above

Answer : D

(38) Match the following: 1. Focusing in preserving and enhancing relationships

- a. Calendars and appointment and accomplishing results, thus maintaining the P/PC balance.
- Books 2. Integrating our daily planning with goal setting.
- b. Managing ourselves Rather than managing time
- 3. Scheduling events and activities.
- c. Notes and checklists
- 4. Recognizing multiple demands on our time.
- d. Prioritizing clarifying values

- (a) 1-c, 2-d, 3-b, 4-a
- (b) 1-b, 2-c, 3-a, 4-d
- (c) 1-b, 2-d, 3-a, 4-c
- (d) 1-d, 2-b, 3-a, 4-c

Answer : C