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Sales & Distribution Management
TYBMS – Marketing
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Test Bank

Below given are certain important questions & terminologies from the point of view of exam which the students must be familiar with and also able to express in form of answering in the exams.

- Nature and Scope of Sales Management - Past & Present.
- Define Sales Management – explain its functions & objectives.
- Define Market Potential.
- What is Sales potential.
- Define Territorial potential.
- Define sales forecast – needs and methods.
- Define Personal selling.
- Define Salesmanship.
- Define sales territory.
- What is channel of distribution.
- What is selling process.
- What is sales planning.
- Sales budget – A note.
- Explain needs of distribution system.
- What is value added selling.
- Different selling and buying styles.
- State the Importance of personal selling.
- Briefly describe Expert Opinion Method?

- Sales Quota.
- Sales Force Management & Role of Sales Manager
- Process of personal selling
- Roles & Responsibilities involved in Personal selling.
- Importance and objectives of training of sales persons.
- Stages in Selling
- Methods adopted by sales manager for remuneration salespersons.
- Distinguish between salesmanship and personal selling
- Factors determining choice of channel of distribution
- Types of sales quota
- Sales Presentation
- Value Added Services
- activities involved in 'Sales Force Management'.
- need for Sales Organization
- Sales Organization Structures.
- Sales Forecasting & importance.
- methods of Sales Forecasting.
- steps involved in Sales Planning
- Why companies form a suitable organization for sales of their Products
- Sales Organization are different for Industrial Products and Consumer
- Companies give more importance for training of Sales Force.
- Compensating Sales Persons is different from employees of other departments. Explain the reasons as per statement and also write various
- Write Sales Process and explain the various steps involved in the Process.
- Role of sales management in marketing functions.
- Differentiate selling and buying styles.
- Importance of personal selling
- Sales presentation and its role in selling.
- Selling process and its objectives.
- Causes and effect of channel conflicts.

- Importance of specialized and primary distributors in Retailing era.
- Good selection promotes cost savings. Comment
- Routing and scheduling sales personnel
- Sales contest.
- Reasons for channel conflicts.
- Selection of distributors.
- How sales budget is prepared?
- Prepare a Sales Pitch for
 - A slimming pill targeted to college girls
 - A protein nutrient targeted for college boys
 - Flavored soya milk for growing children
- designing and allocating sales territories
- the process of goal setting in sales management.
- Process of Personal Selling?
- Theories of Selling
- Sales manager's job is one of the most complex one in an organization. Comment
- Define Sales forecasting & objectives and importance.
- The sales budget is the pivot of budgetary control. Discuss
- How is carrot and stick principle useful for motivating the sales force?
- Discuss the advantages and disadvantages of straight salary compensation plan.
- Explain the various steps involved in the hiring process of sales force
- Name the source of recruitment both within and outside the organization.
- Training needs of sales persons & learning styles of sales persons affects sales.
- 80-20 principle and sales performance evaluation?
- Discuss the factors considered while deciding the distribution channel for an organization.
- sales and distribution functions are complementary to each other. Explain.
- Distribution channel strategy & objectives to customers and marketing orientation.
- What do you mean by vertical marketing system and Horizontal marketing system.

