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TYBMS - Marketing
SEM V
Sales & Distribution Management

Choose the most appropriate option from the following –

1. Avon, Amway, and Tupperware use which of the following forms of channel distribution?
 - a. direct marketing channel
 - b. indirect marketing channel
 - c. forward channel
 - d. fashion channel

2. From the economic system's point of view, the role of marketing intermediaries is to transform:
 - a. Raw products into finished products.
 - b. Consumer needs into producer needs.
 - c. Consumer needs and wants into product desires.
 - d. Assortments of products made by producers into the assortments wanted by consumers

3. 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

4. A distribution channel moves goods and services from producers to consumers. It overcomes the major time, place, and _____ gaps that separate goods and services from those who would use them.
 - a. Possession
 - b. Profit
 - c. Image
 - d. Psychological

5. Through their contacts, experience, specialization, and scale of operation, _____ usually offer the firm more than it can achieve on its own.

- a. Manufacturers
 - b. Producers
 - c. Direct marketer
 - d. Intermediaries
6. Makers of televisions, cameras, tires, furniture, and major appliances normally use which of the following distribution channel forms?
- a. direct marketing channel
 - b. indirect marketing channel
 - c. horizontal channel
 - d. synthetic channel
7. Using manufacturer's representatives or sales branches is usually a characteristic of which of the following channel forms?
- a. business marketing channels
 - b. customer marketing channels
 - c. service marketing channels
 - d. direct marketing channels
8. Transporting and storing goods is part of which of the following marketing channel functions?
- a. negotiation
 - b. physical distribution
 - c. contact
 - d. matching
9. Who sells to the customers?
- a. Semi wholesalers
 - b. Wholesalers
 - c. Retailer
 - d. Distribution
10. The benefits of marketing channels are.....
- a. Cost saving
 - b. Time saving
 - c. Financial support given
 - d. All of above
11. _____ is a layer of intermediaries that performs some work in bringing the product and its ownership closer to the buyer.
- a. A direct marketing channel

- b. An indirect marketing channel
 - c. A channel level
 - d. A channel switching system
12. With respect to a channel of distribution, the number of intermediary levels within the channel indicates the _____ of a channel.
- a. Width
 - b. Depth
 - c. Length
 - d. Similarity
13. Independent firms at different channel levels integrate their programs on a contractual basis to achieve systemic economies and increased market impact are known as.....
- a. Corporate vertical marketing systems
 - b. Contractual vertical marketing systems
 - c. Administered vertical
 - d. None of the above
14. _____ is a marketing channel that has no intermediary levels.
- a. direct marketing channel
 - b. indirect marketing channel
 - c. forward channel
 - d. hybrid channel
15. When channel members assume responsibility for one or more of the marketing flows over at least two separate levels of distribution manufacturing and wholesaling, in fact, such systems are synonymous with both forward and backward vertical integration is known as.....
- a. Corporate vertical marketing systems
 - b. Contractual vertical marketing systems
 - c. Administered vertical marketing systems
 - d. None of the above
16. The difference between transactional selling and relationship selling is
- a. In transaction, selling buyers must pay cash
 - b. In relationship selling, buyers and sellers must be related
 - c. In transaction selling, sellers provide greater service
 - d. In relationship selling, sellers work to provide value to their customers

17. A _____ is a set of interdependent organizations involved in the process of making a product or service available for use of consumption by the consumer or business user.
- a. retailer
 - b. wholesaler
 - c. distribution channel
 - d. middleman
18. The work of setting up objectives for selling activities, determining and scheduling the steps necessary to achieve these objectives is known as.....
- a. Selling
 - b. Sales policy
 - c. Sales programme
 - d. Sales planning
19. Mr. Narayan, the new national sales manager is learning about the internal organizational environment in her company. She will learn about all of the following EXCEPT
- a. Human resources
 - b. Financial resources
 - c. Service capabilities
 - d. Social and cultural environment
20. Which is not a strategic role of sales management?
- a. Tracking
 - b. Reporting
 - c. Delivery
 - d. Optimizes distribution

Choose the most appropriate option from the following –

1. “Benchmark” means _____

- (1) Benches for customers to sit
- (2) Set standards
- (3) Benches for salesmen to sit
- (4) Products displayed on a bench

2. A call centre is _____

- (1) A meeting place for DSAs
 - (2) A training centre for DSAs
 - (3) A meeting place for customers
 - (4) A back office set up where customer queries are answered
3. A large marketing intermediary, but not as large as a sole selling agent in terms of size, resources and territory of operation is known as.....
- 1. Wholesaler
 - 2. Sole selling agent
 - 3. Direct marketing channel
 - 4. Semi-wholesalers

4. 'Value -added services' means _____

- (1) Additional services
- (2) Better value at a premium
- (3) Costlier services
- (4) Better value at a discount

5. To 'Close a Call' means _____

- (1) To clinch the sale
- (2) To end the conversation
- (3) To put the phone down
- (4) To close the doors

6. 'Customization' means _____

- (1) Tailor-made products for each customer
- (2) Customers selling goods
- (3) Tailor-made products for each staff
- (4) A selling process

7. A 'Call' in marketing language means _____

- (1) Calling on a salesperson
- (2) Calling on a customer
- (3) Making a phone-call
- (4) None of these

8. A marketing survey is required for _____

- (1) Deciding marketing strategies

- (2) Deciding product strategies
- (3) Deciding pricing strategies
- (4) All of these

9. The target group for Education loans is_____

- (1) Meritorious students seeking higher education
- (2) All colleges
- (3) All parents
- (4) Research scholars

10. Cross-selling means_____

- (1) Selling with a cross face
- (2) Cross country marketing
- (3) Selling to friends
- (4) Selling other products to existing customers

11. Marketing segmentation is useful for_____

- (1) Preferential marketing
- (2) Targeting existing clients
- (3) Identifying prospects
- (4) All of these

12. The target Group for savings deposit Accounts is

- (1) Newborn babies
- (2) Students
- (3) Parents
- (4) Businessman

13. Market Segmentation can be resorted to by means of

- (1) Segmenting by age
- (2) Segmenting by income
- (3) Segmenting by geographically
- (4) All of these

14. The target group for a Car loan is_____

- (1) All auto drivers
- (2) All auto dealers
- (3) All car owners
- (4) Any individual needing a car

15. Market information means _____

- (1) Knowledge of industries
- (2) Knowledge of households
- (3) Knowledge of peers
- (4) Knowledge of customer's tastes

16. Bancassurance means _____

- (1) Banks promising to give loans
- (2) Bank promising to pay interest
- (3) Banks selling insurance products
- (4) Assurance to repay loans

17. The target group for agricultural loan is _____

- (1) Any farmer
- (2) Farm labourers
- (3) Any individual dealing in agricultural or related activity
- (4) Farmers' societies

18. The target group for credit card is _____

- (1) Existing cardholders
- (2) All graduates
- (3) All minors
- (4) Individuals with taxable income

19. Market segmentation means _____

- (1) Segmenting the salesmen
- (2) Segmenting the employees
- (3) Segmentation the customers as per their needs
- (4) Segmenting the products

20. A 'Target Group' means _____

- (1) A group of sellers
- (2) A group of buyers
- (3) A group of products
- (4) A group of person to whom sales should be focused

21. Marketing is the art of _____

- (1) Buying more
- (2) Paying more
- (3) Selling more

(4) Talking more

22. Marketing is a _____

- (1) One day effort
- (2) Team effort
- (3) One man effort
- (4) All the above

23. Which is not a strategic role of sales management?

- a. Tracking
- b. Reporting
- c. Delivery
- d. Optimizes distribution

24. Service marketing is the same as _____

- (1) Transaction marketing
- (2) Relationship marketing
- (3) Internal marketing
- (4) Outdoor marketing
- (5) All the above

Ans. (2)

25. Good marketing requires one of the following

- (1) Proper planning
- (2) Good team work
- (3) Good communication skills
- (4) Knowledge of products

26. Marketing in banks is a necessity today, due to

- (1) Liberalisation
- (2) Nationalisation
- (3) Fashion
- (4) Urbanisation

27. Marketing is influenced by _____

- (1) Product demand
- (2) Public taste
- (3) Buyer behaviour
- (4) All of the above

28. Market share means _____

- (1) Share of business among peers
- (2) Share market
- (3) Share prices
- (4) IPOs

29. Marketing helps in _____

- (1) Boosting production
- (2) Getting new clients
- (3) Interacting with strangers
- (4) All of these

30. A DSA helps in _____

- (1) Boosting direct sales
- (2) Boosting sales through the net
- (3) Strengthening indirect marketing
- (4) Strengthening telemarketing

31. A DSA (Direct Selling Agent) is one _____

- (1) Who sells through the internet
- (2) Who works on the bank counters
- (3) Who works in bank office setup
- (4) Who sells direct to the client

32. Selling is _____

- (1) Different from marketing
- (2) A sub-function of marketing
- (3) Same as marketing
- (4) None of these

33. A 'Lead' in marketing jargon, means _____

- (1) A likely consumer
- (2) A metal
- (3) A leash
- (4) A team leader

34. Good selling skills involve _____

- (1) Patience
- (2) Presence

- (3) Empathy
- (4) All of these

35. EMI stands for:

- (1) Earnest Monthly Instalment
- (2) Equated Money Instalment
- (3) Equated Monthly Instalment
- (4) Equated Major Instalment

36. A true marketing mindset requires_____

- (1) Control mindset
- (2) Command mindset
- (3) Passive mindset
- (4) Active mindset

37. Innovation means_____

- (1) Inspiration
- (2) Enthusiasm
- (3) Compensation
- (4) Creativity

38. Internal marketing means_____

- (1) Marketing to self
- (2) Marketing to family members
- (3) Marketing to the staff members
- (4) Marketing inside India

39. Modern styles of marketing are_____

- (1) Telemarketing
- (2) Web marketing
- (3) Advertisement on the net
- (4) All of these

40. A good and effective DSA should_____

- (1) Copy the competitor company
- (2) Criticize the competitor company
- (3) Join the competitor company
- (4) Be more effective than the competitor company

41. Prior to the Industrial Revolution, selling was no problem and no sales team is required because

- (1) Marketing was not a subject then
- (2) People was not a subject then
- (3) People don't want to sell anything
- (4) Small-scale enterprises dominated the economic scene

42. A form of distribution in which manufacturer makes an agreement, with a middleman in each market area stipulating that the distribution of the product within that is to be confined solely to that middleman is known as-

- (1) Mass Distribution
- (2) Exclusive agency distribution
- (3) Selective distribution
- (4) Price Distribution

43. The long-term objective of marketing is_____

- (1) Customer Satisfaction
- (2) Profit Maximization
- (3) Cost cutting
- (4) Profit Maximization with customer

44. Which among the following is statistical indicator for equality in income distribution?

- (1) Gini Coefficient
- (2) Price Indices
- (3) GNP
- (4) GDP

45. Short term planning focuses on

- (1) Functional Plans
- (2) Long term objectives
- (3) Specific Goals
- (4) Both (1) and (3)

46. In marketing terms, Attitude can best be defined as a

- (1) Rude behavior of salesperson
- (2) Rude behavior of Consumer
- (3) Mental state of consumer
- (4) Ego of the marketing executive

47. The nominal scale used for marketing research, refers to
- (1) Population characteristics based on age or sex or ownership of a specific consumer durable
 - (2) Ordering of scale
 - (3) Both 1 and 2
 - (4) Neither 1 nor 2
48. Reference group influences vis-a-vis consumption decision, is a function of the
- (1) Product category
 - (2) Group characteristics
 - (3) Group communication process
 - (4) All of the above
49. Just in time (JIT) technique is getting wider acceptance world over, the technique was first introduced in
- (1) India
 - (2) Indonesia
 - (3) Japan
 - (4) America
50. Gate Keepers_____
- (1) Use the products
 - (2) Reports on product performance
 - (3) Control the flow of information into buying center
 - (4) Issue challan for discharge of products

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Risk Management