

305- Sales & Distribution Management

1. What does the term "Sales Management" encompass?

- a. Only managing sales transactions.
- b. Overseeing the entire sales process and team.
- c. Focusing solely on marketing strategies.
- d. Exclusively handling customer complaints.

Answer: b. Overseeing the entire sales process and team.

2. What is the strategic role of sales management?

- a. To increase production efficiency.
- b. To maximize customer complaints.
- c. To align sales activities with overall business goals.
- d. To focus on individual sales performance only.

Answer: c. To align sales activities with overall business goals.

3. What are the emerging trends in Sales Management?

- a. Decreased reliance on technology.
- b. Ignoring the impact of social platforms.
- c. Integration of technology, including Sales Force Automation Systems (SFA) and mobile technology.
- d. Limited focus on sales objectives.

Answer: c. Integration of technology, including Sales Force Automation Systems (SFA) and mobile technology.

4. What skills are required for Sales Managers?

- a. Only technical skills.
- b. Only interpersonal skills.
- c. A combination of technical, interpersonal, and strategic skills.
- d. Administrative skills only.

Answer: c. A combination of technical, interpersonal, and strategic skills.

5. How does technology impact sales, specifically through ERP and Social Platforms?

- a. It hinders communication within the sales team.
- b. It streamlines processes and enhances communication.
- c. It has no impact on sales activities.
- d. It only benefits large corporations.

Answer: b. It streamlines processes and enhances communication.

6. What is the main objective of Sales Organization?

- a. To minimize salesforce structure.
- b. To maximize individual sales targets.
- c. To align sales activities with business goals.
- d. To limit the recruitment of sales personnel.

Answer: c. To align sales activities with business goals.

7. What is the significance of the Personal Selling process?

- a. It is irrelevant in sales.
- b. It focuses on building relationships with customers.
- c. It is only applicable in retail settings.

d. It emphasizes technology over human interactions.

Answer: b. It focuses on building relationships with customers.

8. What is the purpose of Sales Force Compensation?

a. To discourage high performance.

b. To minimize motivation within the sales team.

c. To align individual efforts with organizational goals.

d. To focus solely on sales targets.

Answer: c. To align individual efforts with organizational goals.

9. What are the duties of Sales Managers?

a. Only administrative tasks.

b. Limiting interactions with the sales team.

c. Overseeing the entire sales process, setting goals, and motivating the team.

d. Focusing solely on personal sales targets.

Answer: c. Overseeing the entire sales process, setting goals, and motivating the team.

10. What is Relationship Selling?

a. A transactional approach to sales.

b. A focus on building long-term relationships with customers.

c. Ignoring customer relationships.

d. Limiting interactions to one-time sales.

Answer: b. A focus on building long-term relationships with customers.

11. What is the purpose of Sales Forecasting?

a. To set unrealistic sales targets.

- b. To estimate future sales based on historical data.
- c. To minimize the importance of sales targets.
- d. To focus solely on short-term goals.

Answer: b. To estimate future sales based on historical data.

12. What is Sales Quotas and Targets used for?

- a. To discourage sales performance.
- b. To establish unrealistic expectations.
- c. To set achievable goals for the sales team.
- d. To limit the importance of performance metrics.

Answer: c. To set achievable goals for the sales team.

13. What does Sales Control involve?

- a. Ignoring reporting formats.
- b. Eliminating sales quotas.
- c. Monitoring and adjusting sales activities to achieve goals.
- d. Focusing solely on primary sales.

Answer: c. Monitoring and adjusting sales activities to achieve goals.

14. What is Sales Audit?

- a. Ignoring sales performance.
- b. A systematic examination of sales performance and productivity indicators.
- c. A focus on minimizing technology in sales.
- d. Limiting the evaluation of sales territories.

Answer: b. A systematic examination of sales performance and productivity indicators.

15. What is Territory Productivity in Sales?

- a. A measure of employee satisfaction.
- b. The efficiency and effectiveness of sales activities within a specific geographic area.
- c. Ignoring the importance of sales territories.
- d. Focusing solely on sales volumes.

Answer: b. The efficiency and effectiveness of sales activities within a specific geographic area.

16. What is the scope of distribution channels?

- a. Limited to product delivery.
- b. Ignoring customer preferences.
- c. The entire process of making a product or service available for use or consumption.
- d. Only relevant in manufacturing.

Answer: c. The entire process of making a product or service available for use or consumption.

17. What is the significance of Channel Conflicts?

- a. They enhance channel efficiency.
- b. They have no impact on distribution channels.
- c. They hinder effective channel performance.
- d. They are only relevant in retail.

Answer: c. They hinder effective channel performance.

18. What is the role of Channel Information System?

- a. It has no role in distribution.
- b. To minimize communication within the channel.
- c. To enhance communication and information flow within the distribution channel.
- d. To focus solely on product availability.

Answer: c. To enhance communication and information flow within the distribution channel.

19. What is Franchising?

- a. Ignoring channel decisions.
- b. The process of appointing franchisees.
- c. Focusing solely on product development.
- d. Limiting sales territories.

Answer: b. The process of appointing franchisees.

20. How is ROI calculated at the Dealer Level?

- a. By excluding franchisee performance.
- b. Ignoring return on investment.
- c. By comparing net profit to the cost of investment.
- d. Focusing solely on sales volumes.

Answer: c. By comparing net profit to the cost of investment.

21. What are the major wholesaling activities?

- a. Limited to product delivery.
- b. Ignoring customer preferences.

- c. Buying and selling goods or services for resale.
- d. Only relevant in manufacturing.

Answer: c. Buying and selling goods or services for resale.

22. What is the structure of E-tailing?

- a. It has no structure.
- b. A focus on physical stores.
- c. Selling goods or services online.
- d. Limiting technology in retail.

Answer: c. Selling goods or services online.

23. What is the scope of logistics?

- a. Limited to product delivery.
- b. Ignoring customer preferences.
- c. The entire process of planning, implementing, and controlling the efficient flow and storage of goods.
- d. Only relevant in manufacturing.

Answer: c. The entire process of planning, implementing, and controlling the efficient flow and storage of goods.

24. What is Reverse Logistics?

- a. A focus on product delivery.
- b. The process of returning goods from the consumer to the manufacturer.
- c. Ignoring customer preferences.
- d. Only relevant in manufacturing.

Answer: b. The process of returning goods from the consumer to the manufacturer.

25. What does 3PL stand for in logistics?

- a. Third-Party Logistics.
- b. Three-Phase Logistics.
- c. Third-Party Licensing.
- d. Three-Part Limitation.

Answer: a. Third-Party Logistics.