**MBA-4, SDM Question Paper End Semester**

1. **Multiple choice Question (2marks each) 10x2=20**
2. “Recruitment and selection” is a function of which Sales mgmt program :-:
3. Managerial Functions

(**b)** Staff Functions

**(c)** Advisory Functions

**(d)** Liaison Functions

1. What does the first ‘**A**’ stand for in **AIDAS**:-
2. Attention

(**b)** Attorney

**(c)** Action

(**d)** Advantage

**3.** “What does predisposition means in **B=P\*D\*K\*V** :-

**(a)** Triggering product

(**b)** Motivation level

**(c)** Inward response tendency

**(d)** Inward response tendency,

**4. BEHAVIORAL EQUATION”THEORY**is given by:-

(**a)**Freudian

(**b)** J.A.Howard

**(c)** Frederick .W Taylor

**(d)** Max Weber

**5.“**Which among these is not an element of Relationship marketing :-

1. Product

(**b)** price

**(c)** place

**(d)** Distribution

**6**“If we don’t have it, they don’t need it” is a value added statement focused on :-

1. Customer focused value

(**b)** Seller focused value

**(c)** Perceived value

**(d)** Performance value

**7.** Simply having a want and ability to pay is not enough; the prospect should also have the ability to sacrifice, is a characteristic of:-

1. Prospect Have a Need

(**b)** Prospect has Ability to Pay

**(c)** Prospect has Ability to Sacrifice

**(d)** Prospect Eligible to Buy

**8** Horizontal design is eg. Of:-

1. Organizational design

(**b)** Job Design

**(c)** Job execution

**(d)** Organizational training

**9 Which test judges the “Potential Ability**:-

1. Mental Ability Test

(**b)** Aptitude Test

**(c)** Achievement Test

**(d)** Personality Test

1. **Job title, Job location is a part of :-**

**(a)**Job Description

(**b)** Job specification

**(c)** Job execution

**(d)** Job training

1. **SHORT ANSWER TYPE QUESTION (Answer any four) 4x5=20**

**1.** What is relationship marketing; also explain the value added services?

**2.** What are sales territories?

**3.** What is channel management, also describe about channel conflict and conflict resolution techniques.

**4.** What is distribution channel; explain its function, levels and factors determining the choice of distribution channel.

**5.** Explain the complete process of recruitment of sales person.

**6.** Discuss about the eligibility of a good prospect.

1. **LONG ANSWER TYPE QUESTION (Answer any two) 2x15=30**

**1.** What are the steps involved in selling process, give a short briefing on all the steps and elaborate any three steps.

**2.** Explain the following theories of selling:-

* **The Buyer-Seller Dyad**
* **AIDAS**
* **Right set of circumstances”**
* **Buying Formula**
* **Behavioral Equation**.

**3.** What is physical distribution system; explain its needs, importance and components.

**4.** What is sales organization; explain the basic types of sales organization and specialization within sales organization.