

**Indian Maritime University**  
**(A Central University, Govt of India)**

**End Semester Examinations – December 2025**

**Programme Name: BBA (LRE)**

**Semester: V**

**Subject Code: UG31T3501**

**Subject Name: RETAIL SALES AND DISTRIBUTION MANAGEMENT**

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Date: 05.12.2025

Max Marks: 70

Duration: 03 Hrs

Pass Marks: 35

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General Instructions

- (i) All Sections (A, B & C) are to be attempted.
- (ii) Options, if any, are specified in respective section.

**Section A**

Ten MCQs/Fill in the Blanks of 01 Mark each – Choose the correct answer as applicable.

1. The main objective of sales management is to:

- A) Increase employee turnover
- B) Reduce product quality
- C) Maximize sales, revenue, and profit
- D) Control production costs

2. The concept of "Buyer-Seller Dyad" refers to:

- A) Only the buyer's role in selling
- B) The interaction between buyer and seller
- C) Communication within the sales team
- D) Retail channel distribution

3. SPIN Selling was developed by:

- A) Neil Rackham
- B) Philip Kotler

C) Peter Drucker

D) Henry Fayol

4. Sales forecasting helps in:

- A) Reducing production

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- B) Predicting future sales volume
  - C) Increasing cost
  - D) Stopping marketing activities

5. Centralization in sales organization means:

- A) Delegating all authority to lower levels
- B) Decisions taken by top management
- C) No coordination between departments
- D) Decentralized communication

6. Sales training primarily aims to:

- A) Reduce marketing budget
- B) Lower communication
- C) Eliminate sales team
- D) Improve salesperson's skills and knowledge

7. A sales budget is prepared to:

- A) Limit marketing activities
- B) Plan and control sales operations
- C) Stop forecasting
- D) Control only employee costs

8. Sales territory refers to:

- A) A salesperson's assigned geographical area
- B) A company's entire market
- C) A random region
- D) The production site

9. Channel partners in marketing include:

- A) Only customers
- B) Production staff
- C) Intermediaries like distributors, agents, and retailers
- D) Sales executives

10. Logistics and supply chain management deal with:

- A) Managing employee payroll
- B) Flow of goods and information
- C) Advertising design
- D) Brand promotion

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## **Section B**

Five Questions of 02 Marks each

11. Define Personal Selling
12. State the attributes of a salesperson.
13. List the types of Sales Compensation
14. Mention two methods of sales forecasting.
15. What is sales territory?

## **Section C**

Seven Questions of 10 Marks each of which any 05 questions to be answered.

16. Explain the evolution and objectives of the sales department.
17. Discuss the theories of selling and the concept of Buyer-Seller Dyad.
18. Explain the Sales Force Performance Evaluation Process.
19. Describe the purposes, types, and setup process of a sales organization.
20. Discuss Sales Personnel Management including recruitment, training, and motivation.
21. Explain Sales Budgeting and its role in Sales Control.
22. What are Marketing Channels and how are they managed?