



UNIVERSITY OF THE PUNJAB

Seventh Semester – 2019

Examination: B.S. 4 Years Program

Roll No. in Fig.

Roll No. in Words.

PAPER: Sales Management

MAX. TIME: 15 Min.

Course Code: BBA-406 Part-I (Compulsory)

MAX. MARKS: 10

Signature of Supdt.:

Attempt this Paper on this Question Sheet only.

Please encircle the correct option. Division of marks is given in front of each question.

This Paper will be collected back after expiry of time limit mentioned above.

Q.No.1. Encircle the Most Appropriate Answer of the following: (10x1=10)

1. Which of the following statements is true about sales?

- a) Sales and management activities are integrated and both enhance the affectivity of each other.
- b) Sales and management are differentiated and both works in their specific directions without complementing each other.
- c) None of the above

2. When the company uses a low pricing strategy to maximize sales, it is using a _____ Strategy.

- a) Price skimming
- b) Penetration pricing
- c) Leader pricing
- d) Prestige pricing

3. Which of the following is true about the role of sales managers?

- a) The role of sales manager is perceived to be unnecessary.
- b) The role of sales manager is getting limited.
- c) The role of sales manager has broadened and become more responsible.

4. Salespeople whose main task is to persuade influencers are called as

- a. Missionaries
- b. Order takers
- c. Order makers
- d. Order creators

5. Which of the following is not a major form of direct marketing?

- a. Online shopping
- b. Direct mail marketing.
- c. Through Intermediary
- d. None of these

6. The use of reference selling in industrial selling can be highly successful since it reduces the greatest perceived risk for which of the following?

- a) Current buyer
- b) Ex-buyer
- c) Potential buyer
- d) None of the above

7. What the lifecycle cost analysis seeks to focus on?

- a) From the total cost of owning and using a product to the initial purchase price perspective.
- b) From initial purchase price to the total cost of owning and using a product.
- c) No Focus on change
- d) None of the above

8. Which of the following best describes cold calling?

- a. Viral advertising
- b. Public relations activity
- c. Advertising
- d. Sales people contacting potential customers.

9. Which of the following types the salesman is under greater obligation to provide product information.

- a) New Task
- b) Modified re-buy
- c) Straight re-buy
- d) None of the above

10. Where advertisement alone is not able to do the job but instead a good role is supposed to be played by salesman in providing the client complete information about the product, the situation will be

- a) High Involvement situation
- b) Moderate involvement situation
- c) Low involvement situation
- d) None of the above