

IIBM Institute of Business Management

Examination Paper

MM.100

Sales and Distribution Management

Section A: Objective Type & Short Questions (30 marks)

- This section consists of Multiple Choices & Short Note type questions.
- Answer all the questions.
- Part one carries 1 mark each & Part Two carries 5 marks each.

Part One:

Multiple Choices:

1. Which of the following comes under role of a salesman?
 - a. Territory Sales
 - b. Direct Sales
 - c. Technical Sales
 - d. All of the above

2. This method is used by the trainers to present more information in a short time to a large number of participants. _____
 - a. Lecture
 - b. Demonstration
 - c. Group discussion
 - d. None of the above

3. _____ is an emerging form of distribution and promotion that combines elements of personal selling and advertising.
 - a. Direct Mail
 - b. Direct Marketing
 - c. Team selling
 - d. None of the above

4. An exercise that is crucial for every company in the business of manufacturing and selling its products is called _____.
 - a. Retailer
 - b. Wholesaler
 - c. Customer
 - d. None of the above

5. _____ involves manufacturer marketing activities directed at channel intermediaries.
 - a. Pull Strategy
 - b. Push Strategy
 - c. Both (a) & (b)
 - d. None of the above

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Christian Drosten



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Table of Contents Examination Papers Of Service Marketing

1. Understanding the eBook Examination Papers Of Service Marketing
 - The Rise of Digital Reading Examination Papers Of Service Marketing
 - Advantages of eBooks Over Traditional Books
2. Identifying Examination Papers Of Service Marketing
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Examination Papers Of Service Marketing
 - User-Friendly Interface
4. Exploring eBook Recommendations from Examination Papers Of Service Marketing
 - Personalized Recommendations
 - Examination Papers Of Service Marketing User Reviews and Ratings
 - Examination Papers Of Service Marketing and Bestseller Lists
5. Accessing Examination Papers Of Service Marketing Free and Paid eBooks
 - Examination Papers Of Service Marketing Public Domain eBooks
 - Examination Papers Of Service Marketing eBook Subscription Services
 - Examination Papers Of Service Marketing Budget-Friendly Options
6. Navigating Examination Papers Of Service Marketing eBook Formats
 - ePub, PDF, MOBI, and More
 - Examination Papers Of Service Marketing Compatibility with Devices
 - Examination Papers Of Service Marketing Enhanced eBook Features
7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Examination Papers Of Service Marketing
 - Highlighting and Note-Taking Examination Papers Of Service Marketing
 - Interactive Elements Examination Papers Of Service Marketing
8. Staying Engaged with Examination Papers Of Service Marketing

- Joining Online Reading Communities
- Participating in Virtual Book Clubs
- Following Authors and Publishers Examination Papers Of Service Marketing
- 9. Balancing eBooks and Physical Books Examination Papers Of Service Marketing
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Examination Papers Of Service Marketing
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine Examination Papers Of Service Marketing
 - Setting Reading Goals Examination Papers Of Service Marketing
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Examination Papers Of Service Marketing
 - Fact-Checking eBook Content of Examination Papers Of Service Marketing
 - Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
- 14. Embracing eBook Trends
 - Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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