

Enroll No

K.E.Society's
Rajarambapu Institute of Technology, Rajaramnagar
(An Empowered Autonomous Institute, affiliated to SUK)
Unit Test -I (2025-26)
S.Y. MBA SEM III

Q.P. Code
UT 2956

Course Code: MGM 2014 Course Name: Sales And Distribution Management

Day & Date: Monday 11/08/2025

Time: 3.45 to 4.45

Max Marks- 25

- Instructions:** 1) All questions are compulsory.
- 2) Figures in rounded() brackets within the question, indicate the scheme of marking for respective part of the question, whereas, figures in the first right column indicate total marks for that whole question.
- 3) CO is the index number of the Course Outcome statement.
- 4) The Bloom's taxonomy level (BL) for 1,2,3,4,5 and 6 is remember, understand, apply, analyze, evaluate and create respectively.
- 5) Assume suitable data if necessary.
- 6) Use of non-programmable calculators is allowed

			Marks	BT Level	Cos
Q.1	A	Comment : Marketing is selling(04) but selling is not Marketing(04)	08	2	2
	B	Define the Concept of Selling (03) with its process (04)	07	1	1
		OR			
	C	Elaborate any 05 characteristics of Good salesperson	07	2	1
Q.2	A	Evaluate Advantages and Disadvantages of Personal Selling	05	5	1
	B	Elaborate any one strategy from AIDAS Theory	05	2	2

