

Code: 9E00306b

MBA III Semester Supplementary Examinations September/October 2014

SALES & DISTRIBUTION MANAGEMENT

(For students admitted in 2010, 2011 and 2012 only)

Time: 3 hours

Max Marks: 60

Answer any FIVE questions
All questions carry equal marks

- 1 What are the objectives of sales? What are the functions and duties of sales manager?
- 2 What are the various methods used in developing sales force? Explain various approaches used in forecasting sales force.
- 3 What are the various types in sales organization structure? Explain with examples.
- 4 Write short note on:
 - (a) Marketing channels.
 - (b) Value added for distribution management.
- 5 What is meant by logistics? What are the objectives of logistics? What are the important measures to be taken in logistics planning?
- 6 Write short note on:
 - (a) Retail positioning and
 - (b) Customer communication strategies.
- 7 Explain briefly about channel design comparison.
- 8 What are the various measures to be taken by organization while choosing channels of distribution in international countries?
