

Code: 9E00306b

MBA - III Semester Regular & Supplementary Examinations, January/February 2013

SALES & DISTRIBUTION MANAGEMENT

(For students admitted in 2009, 2010 and 2011 only)

Time: 3 hours

Max Marks: 60

Answer any FIVE questions
All questions carry equal marks

- 1 (a) Write a short note on objectives of sales management.
(b) What are the skills required for the sales managers?
- 2 Define the sales forecast. Explain the sales forecasting approaches.
- 3 Explain the different types of sales organization structures.
- 4 Examine the value addition of distribution management.
- 5 What is the role of the logistics management in the organization?
- 6 Explain:
(a) Role of marketing mix in retail.
(b) Retail positioning strategies.
- 7 How do you design channel systems?
- 8 Explain the international orientation of companies in managing channels of distribution.
