

Code: 9E00306b

MBA III Semester Regular & Supplementary Examinations January 2015

SALES & DISTRIBUTION MANAGEMENT

(For students admitted in 2011, 2012 & 2013 only)

Time: 3 hours

Max. Marks: 60

Answer any FIVE questions
All questions carry equal marks

- 1 Define sales management. What is nature and importance of sales management? Explain briefly by taking examples in Indian context.
- 2 (a) What are the functions and objectives of strategic planning?
(b) Write main functions of personal selling strategies.
- 3 What are various elements in motivating sales force? Explain with an example.
- 4 Define distribution channels. Explain about various types of distribution channels with an example. What is its importance?
- 5 What is meant by logistics? What are the important measures to be taken in logistics planning?
- 6 Write a short note on:
(a) Retail merchandising techniques.
(b) Customer communication strategies.
- 7 What are the various types of training methods used for channel members?
- 8 Explain briefly about main differences in choosing channel of distribution in domestic and international countries. Explain with an example.
