

Code: 9E00306b

MBA III Semester Regular and Supplementary Examinations April 2014

SALES AND 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 The trends in sales management are ever changing. Explain in detail along with the relation of sales and distribution management.
- 2 Define sales forecasting. Explain different personal selling strategies.
- 3 What is training and motivation? Explain different methods of training and motivating sales force.
- 4 Define the scope of marketing channel and explain the importance of various marketing channel formats.
- 5 Explain the significance of inventory management and transportation decisions in developing effective logistics management.
- 6 Define merchandising and explain the procedure for developing and implementing merchandising strategies.
- 7 Explain in detail the various methods of training and motivating for channel members.
- 8 Explain various steps for developing entry decision models.
