

Code: 9E00306b

MBA III Semester Supplementary Examinations July 2015

SALES & DISTRIBUTION MANAGEMENT

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

Time: 3 hours

Max Marks: 60

Answer any FIVE questions

All questions carry equal marks

- 1 Briefly evaluate the sales management types and skills of sales manager.
- 2 Briefly explain the following:
 - (a) Strategic planning.
 - (b) Sales marketing.
 - (c) Forecasting approaches in sales management.
- 3 Define the importance of training and motivation of sales force.
- 4 Briefly explain the need for distribution channels and value addition process in sales management in India.
- 5 Briefly explain the role of inventory management and transportation in sales management.
- 6 Briefly explain the following:
 - (a) Retail marketing.
 - (b) Merchandise strategies.
 - (c) Customer communication.
- 7 Discuss the ideal channel structure with critical evaluation in sales management.
- 8 Define the following:
 - (a) Customer expectations.
 - (b) Model of entry decision.
 - (c) Multinational and transnational companies.
