

Total No. of Pages: 2

Register Number:

6492

Name of the Candidate:

M.B.A. DEGREE EXAMINATION - 2011**(SECOND YEAR)****(PAPER – XV)****351/271. SALES AND DISTRIBUTION MANAGEMENT****(Common with M.B.A. Three Year Programme with 75 Marks)***December)**(Time: 3 Hours*

Maximum: 100 Marks

SECTION - A**(5 × 5 = 25)*****Explain any FIVE of the following:***

1. Physical distribution.
2. AIDAS concept.
3. Consumer promotion.
4. Multi Level Marketing.
5. CRM concept.
6. Economic order quantity.
7. Hyper market.
8. Broker and agent.
9. Marketing risk.

SECTION - B**Answer any THREE questions.****(3 × 15 = 45)**

10. Explain the functions of sales management.
11. Discuss the essential qualities of a good salesman.
12. Explain the steps involved in effective selling process.
13. Explain the methods of compensation to sales force.
14. Explain the various types of retailers with example.

SECTION - C**Answer any ONE question.****(1 × 15 = 15)**

15. Discuss the duties and responsibilities of sales manager.
16. Explain the various methods of performance appraisal of sales force.
17. Discuss the factors to be considered in the selection of distribution channel.

2

SECTION - D
(Compulsory)

(1 × 15 = 15)

18. Assume you are a sales manager of a big textile showroom in a Metro City. What are the consumer promotion techniques you will adopt to enhance the sales turnover of the outlet.

jkpHhf;fk;
gFjp - m

(5 × 5 = 25)

fPH;fz;ltw;Ws; VnjDk; le;ij tpsf;Ff.

1. bghUs; tpdpnahfk;.
2. va;lh!; (AIDAS) fUj;Jiu.
3. Efh;nthh; Cf;Ftpg;g[.
4. gy mLf;F re;ijap[Lif.
5. thof;ifahsh; cwt[eph;thf (CRM) fUj;Jiu.
6. jF mst[(EOQ).
7. cr;r re;ij
8. jufh; kw;Wk; Kfth;.
9. re;ijapLif ,lh;ghL.

gFjp - M

VnjDk; _d;W tpdhf;fSf;F tpil mspf;f.

(3 × 15 = 45)

10. tpw;gid nkyhz;ikapd; gzpfs tpsf;Ff.
11. xU rpwe;j tpw;ghz;ikahpd; Kf;fpa Fzeyd;fis tpsf;Ff.
12. jpwikahd tpw;gid Kiwapy; cs;s gofis tpthpf;f.
13. tpw;ghz;ikah;fSf;fhd rpwe;j Cjpa Kiwfis tpthp.
14. gytifahd rpy;yiU tpw;gidaf;fis cjhuzj;Jld; tpsf;Ff.

gFjp - ,

VnjDk; xU tpdhtpw;F tpil mspf;f.

(1 × 15 = 15)

15. tpw;gid nkyhshpd; flikfs; kw;Wk; bghWg;g[fiS tpthp.
16. tpw;ghz;ikah;fspd; bray; kjpg;gPL bra;a[k; gy Kiwfis tpsf;Ff.
17. tH';fy; tHpKiwapid njh;t[bra;tjw;fhd gy;ntW fhuzpfis tpsf;Ff.

gFjp - <

(fl;lha tpdh).

(1 × 15 = 15)

18. xU khefhpy; kpgf; bghpa Jzpaf fhl;rp kw;Wk; tpw;gidf;fhd nkyhsh; eP';fs; vdf; bfhz;L/ Efh;nthh; Cf;Ftpg;g[Kiwfig; gad;gLj;jp tpw;gidia mjpfhpf;f vk;Kiwfis ifahStPh; vd;gij tpsf;Ff.

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