

Code: 9E00306b

M. B. A - III Semester Regular Examinations, January 2012

SALES & DISTRIBUTION MANAGEMENT

(For students admitted in 2010 -11 only)

Time: 3 hours

Max Marks: 60

Answer any FIVE questions
All questions carry equal marks

- 1 How does the sales objective affect the designing of the sales strategy?
- 2 Discuss the changing role of personal selling in Indian marketing environment.
- 3 Discuss the process of developing a sales organization. What are the factors which affect the size of the sales organization?
- 4 What factors influence channel design of a FRCG company?
- 5 Answer the following:
(a) Logistic planning.
(b) Inventory management decisions.
- 6 Answer the following:
(a) Retail marketing mix.
(b) Retail positioning.
- 7 What distribution channels would you suggest for the following products and why?
(a) Refrigerators.
(b) Readymade shirts.
- 8 Write a detailed note on managing the international channels of distribution.
