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Total Number of Pages : 01

MBA
15MNG304A

3rd Semester Regular / Back Examination 2018-19
SALES & DISTRIBUTION MANAGEMENT (SDM)

BRANCH : MBA

Time : 3 Hours

Max Marks : 100

Q.CODE : E327

Answer Question No.1 (Part-1) which is compulsory, any EIGHT from Part-II and any TWO from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Short Answer Type Questions (Answer All-10) (2 x 10)

- What is a Sales Organization?
- What is Horizontal Marketing?
- What is understood by Channel Conflict?
- What do you understand by Joint Venture mode of Entry?
- What is SCM?
- What do you understand by Selection in Recruitment and Selection Process?
- What is meant by Channel Integration?
- What do you understand by Inventory Planning?
- What is a Sales Budget?
- What is a Level – I Channel?

Part-II

Q2 Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

- Explain Channel Management with examples.
- Design customer oriented marketing channel.
- Lay down Inventory Management Decisions and justify.
- How can channel competition be organized properly through co-operation?
- How can companies attain International Orientation?
- What is the need of Sales Forecasting?
- Explain Territory Management and its Implications.
- Distinguish between Distributions Management and Logistical Management?
- How can the behavior of Channel Members be managed?
- Explain Sales Management.
- Why should there be Channel Relationship Management? Lay down its significance.
- What is the role of Logistics Planning? Elaborate your answer.

Part-III

Q3 Long Answer Type Questions (Answer Any Two out of Four) (16)
Explain the different modes of Entry into foreign Markets? Exemplify your answer.

Q4 What are the different modes of compensating the Sales Force? Analyze your answer with examples. (16)

Q5 How can channels be designed with channel conflict being kept at the minimum? Exemplify your answer. (16)

Q6 Design International Channel of Distribution for Indian Spices with example(s). Justify your answer. (16)