

Reg No.: _____

Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY
FOURTH TRIMESTER MBA DEGREE EXAMINATION(R&S), NOVEMBER 2019

Course Code: MKTT406

Course Name: SALES AND DISTRIBUTION MANAGEMENT

Max. Marks: 60

Duration: 3 Hours

PART A

Answer all questions. Each question carries 2 marks.

Marks

Write short notes on:

- | | | |
|---|--|-----|
| 1 | Roles and required skills essential for sales managers. | (2) |
| 2 | Any two advantages and disadvantages of channels | (2) |
| 3 | Difference between Sales force audit and marketing audit | (2) |
| 4 | Differentiation between vertical and horizontal channel conflict | (2) |
| 5 | Functional areas of logistics. | (2) |

PART B

Answer any three questions. Each question carries 10 marks.

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| 6 | Briefly describe the personal selling process. How would the sales presentations differ in the following cases:
1. Selling an insurance policy
2. Selling a laptop | (10) |
| 7 | What is channel information system? Discuss its role and importance for the success of a corporate retail outlet. | (10) |
| 8 | What are advantages of using e-Commerce in sales? | (10) |
| 9 | Explain the factors that influence choice of distribution channels in International markets. | (10) |
| 10 | What are the relative advantages and disadvantages of various transportation modes? What modes of transportation would you use for a company manufacturing washing machines? | (10) |

PART C

Compulsory Question. The question carries 20 marks.

- 11
1. Electra is a company making ceiling fans, pedestal fans, wall mounting fans and exhaust fans. Design a suitable distribution channel network for Electra. (10)
 2. What advantages does a sales territory have for a firm, the salespeople and the customers? (10)
