

Reg No.: _____

Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY

Third Semester MBA Degree Regular and Supplementary Examination December 2022

Course Code: 20MBA265**Course Name: SALES AND DISTRIBUTION MANAGEMENT**

Max. Marks: 60

Duration: 3 Hours

PART A*Answer all questions. Each question carries 2 marks*

Marks

- 1 What is Automation in personal selling? (2)
- 2 Explain the various methods of fixing sales quota? (2)
- 3 Explain Supply Chain Management? (2)
- 4 Differentiate between vertical and horizontal channel conflict (2)
- 5 What are the two advantages and disadvantages of channels? (2)

PART B*Answer any 3 questions. Each question carries 10 marks*

- 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 Mobile phone (10)
- 7 Explain the scope of E-commerce in sales. (10)
- 8 What are the relative advantages and disadvantages of various transportation modes? What modes of transportation would you use for a company manufacturing Smart TVs? (10)
- 9 Design a suitable distribution channel network for Atombeg Technologies for their BLDC fans. (10)
- 10 Explain about distribution system and logistics (10)

PART C*Compulsory question. This question carries 20 marks*

- 11 (i) Explain the various steps in the process of selling? (10)
(ii) How do you approach to the selling process if it is a new product from your company which has got large number of Competitors in Market? (10)
