

Reg. No. _____ Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY
FOURTH TRIMESTER MBA DEGREE EXAMINATION SEPT 2018

MKT-T4-6 SALES AND DISTRIBUTION MANAGEMENT

Max. Marks: 60

Duration: 3 Hours

Part A

Answer all questions. Each question carries 2 marks

1. Mention any four types of Salesmanship.
2. Briefly state about Sales Organization Design.
3. Mention any two roles of Ecommerce in Selling.
4. Enlist any two role and functions of Intermediaries.
5. Write a brief note on the Physical distribution system.

(5x2 marks = 10 marks)

Part B

Answer any 3 questions. Each question carries 10 marks

6. What do you understand by Channel Management? State the importance of Channel Management.
7. Explain how sales force automation benefit business organizations and its sales representatives.
8. What is a sales quota? Discuss the advantages and disadvantages of quota system and that of involving dealers and sales team.
9. Explain the role of distribution logistics in an effective marketing strategy. And describe the various element or activities of distribution channel system.
10. Discuss merits and demerits of different transportation modes. Which factors influence selection of mode of transport?

(3x10 marks = 30 marks)

Part C

Compulsory question, the question carries 20 marks

11. As a chief distribution officer of a new entrant for FMCG product for Rural Women, you are given the task to study and recommend appropriate channels of distribution for the Indian market.
 - a) What factors you will consider before designing the channel strategy? (7 Marks)
 - b) How do you allocate distribution cost? Discuss the various cost associated with physical distribution of a "FMCG" product. (6 Marks)
 - c) Discuss the various techniques to resolve channel conflicts. (7 Marks)
