



PG – 683

III Semester M.B.A. (Day) Examination, January 2010
(2007-08 Scheme)

MANAGEMENT

M – 3 : Sales and Marketing Channel Management

Time : 3 Hours

Max. Marks : 75

SECTION – A

(2×6=12)

Answer **any six** questions. **Each** question carries **two** marks.

1. a) Define sales management.
- b) Mention various responsibilities of a sales manager.
- c) What is marketing channel management ?
- d) Define logistics.
- e) What is EDI ?
- f) Explain the significance of using Bar codes.
- g) What is the importance of channels in marketing ?
- h) Name the different Era in marketing.

SECTION – B

(3×8=24)

Answer **any three** questions. **Each** question carries **8** marks.

2. Discuss the importance of planning in sales and marketing management.
3. How is sales team evaluated ?
4. Explain the role of logistics in sales and marketing channel management.
5. What are the various systems in channel integration ?
6. How does wholesaling and retailing functions help in sales and marketing channel management ?

P.T.O.



SECTION – C

(2×12=24)

Answer **any two** questions. **Each** question carries **12** marks.

7. If a company has to run profitably, sales and marketing channel marketing management must be managed properly. Discuss in detail.
8. Logistics and supply chain management play a key role in today's efficiently run companies. Discuss.
9. In today's computer dominated world of I.T, what are the various control measures for achieving the goals and objectives of a FMCG Company ? Discuss the goals and objectives of a FMCG Company. Discuss.

SECTION – D

(1×15=15)

10. Case Study (Compulsory) :

Design a sales and distribution program for a new FMCG product of your choice. Explain how you will implement it. Discuss also the feedback process and the control measures.
