



PG – 708

III Semester M.B.A. (Day) Examination, January 2011
(2007-08 Scheme)

Management

Paper – M-3 : SALES AND MARKETING CHANNEL MANAGEMENT

Time : 3 Hours

Max. Marks : 75

Instruction : Answer all Sections.

SECTION – A

Answer **any six** questions. **Each** carries **2** marks. (6×2=12)

1. a) Define sales management.
- b) What is strategic planning ?
- c) What are Quotas ?
- d) Mention the functions of logistics management.
- e) What do you understand by the term order picking ?
- f) Differentiate personal selling and sales management.
- g) Define relationship marketing.
- h) What are the different types of vertical marketing systems ?

SECTION – B

Answer **any three** questions. **Each** carries **8** marks. (3×8=24)

2. How can a sales person confront an objection in a sales presentation ?
3. Examine the factors that should be considered in the selection of distribution channels.
4. What are the various method of fixing sales quota ?
5. What are the advantages and disadvantages of on-the job and off-the job training methods ?
6. Why is evaluation of sales performance important ?

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SECTION – C

Answer **any two** questions. **Each** carries **12** marks. (2×12=24)

7. List and discuss the current managerial challenges facing sales management. Which ones do you regard as most significant ?
8. Explain with examples the Vertical and Horizontal Marketing Systems.
9. “The wholesaler as an intermediary between the manufacturers and the retailer renders service both to the manufacture and the retailer ?” Explain.

SECTION – D

Case study : (1×15=15)

10. Ramesh has been appointed as a sales manager of a territory which has high potential but for some reasons not giving good results. Suggest Mr. Ramesh about how should he apply various sales management strategies to improve the situation and increase the sales.
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