



III Semester MBA (Day) Degree Examination, January 2012
(2007-08 Scheme)

MANAGEMENT

M - 3 : Sales and Marketing Channel Management

Time : 3 Hours

Max. Marks : 75

SECTION - A

1. Answer any six questions. Each question carries two marks. (6x2=12)
- What are the objectives of Sales Management ?
 - Define Marketing strategy.
 - What is meant by Sales Force Management ?
 - What is International Sales Management ?
 - Mention the purposes of Sales Organisation.
 - What is the significance of price leadership ?
 - Write a note on Market motivation.
 - What is meant by Product Life Cycle ?

SECTION - B

- Answer any three questions. Each question carries 8 marks. (3x8=24)
- Explain the role of Sales and Marketing in promoting a new product.
 - Describe basic types of sales organisational structures.
 - Identify the initial training needs of sales force.
 - Explain the requirements of a Good sales compensation plan.
 - What is Integrated Marketing Communication (IMC) ? What are its objectives ?

P.T.O.



SECTION – C

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

7. How you plan to develop Managerial Efficiency in Distributive organisations ?
8. Assume you are the Regional Manager of a Sales Region of your company. How would you evaluate the profitability of the branches reporting to you.
9. Write note on the following :
 - a) Marketing on the WWW (Internet)
 - b) Electronic Fund Transfer.

SECTION – D
(Compulsory)

10. **Case Study :** (1×15=15)

Marketing manager of ABC Telecom Company was worried that the company was unable to retain its customers. He planned to develop a formal "Customer Retention Plan" (CRP).

The company is into telecom and internet services. The company has segmented the total business market based on the extent of usage of the internet.

The company used indirect channel, turned as "channel partners" for sales and service of its internet services to business customers. Each channel partner had sales representatives who carried out all the activities of the selling process.

The Marketing manager noticed that the company was not retaining its existing customers. He wondered whether this was due to increase in competition, changing technology and ineffective channel partners.

Question :

What should the Marketing Managers strategy to retain the company's existing customers ?