



PG – 696

III Semester M.B.A. (Day) Examination, January 2013
(2007-2008 Scheme)

MANAGEMENT
Marketing

M-3 : Sales and Marketing Channel Management

Time : 3 Hours

Max. Marks : 75

Instruction : Answer all Sections.

SECTION – A

Answer **any six** of the following. **Each** question carries **2** marks. **(6×2=12)**

1. a) Define sales management.
- b) What is strategic planning ?
- c) What is forecasting ?
- d) Differentiate between personal selling and sales management.
- e) Define electronic data interchange.
- f) What is order picking ?
- g) What do you understand by artificial intelligence ?
- h) What is multi-channel marketing ?

SECTION – B

Answer **any three** of the following. **Each** question carries **8** marks. **(3×8=24)**

2. Why people are giving importance of relationship selling ? What added advantage does it provide to the sales managers ?
3. Briefly explain the various techniques of forecasting market demand.
4. What is a sales territory ? Why do firms establish sales territories ?
5. Explain briefly the various methods of fixing sales quotas.
6. Explain the importance of retailing in the economy.

P.T.O.



SECTION - C

Answer **any two** of the following. **Each** question carries **12** marks. **(2x12=24)**

7. Explain in detail the selling process.
8. Define the scope of logistics management and discuss the key decision areas.
9. What are the important compensation methods that a sales manager uses for the sales force compensation ?

SECTION - D

10. Read the following case and answer the questions given at the end. **(1x15=15)**

You are a sales executive working with M/s Ravi Motors Ltd. Your showroom stocks various models of Matiz cars. You have been speaking to a prospect who is a senior executive in a reputed company. He has told you that one of the reasons why he is looking for a small car is that he has not been claiming car allowances from his company. He has a small family in iv e persons, which includes his wife, three small children and himself. He wants you to give him a stereo and other accessories free as these are being offered by another dealer. He is also very particular about after sales service.

Poser : What will you negotiate on ?