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Register Number :

7147

Name of the Candidate :

M.B.A. DEGREE EXAMINATION MAY 2014.

(GLOBAL)

(SECOND YEAR)

235 — SALES AND DISTRIBUTION MANAGEMENT

Time : Three hours

Maximum : 75 marks

SECTION A

Answer any FIVE questions.

(5 × 3 = 15)

1. What is sensitive training?
2. State the process of control of sales personnel.
3. Write a note on SAS approach.
4. What is meant by logistics of distribution?
5. What are the components of supply chain management?
6. How will you design a new product?
7. State the meaning of safety inventory.
8. What is e-business merge?

SECTION B

Answer any THREE questions.

(3 × 10 = 30)

9. Discuss the basic features of a sound compensation plan for salesman.
10. List out the various essentials of territorial account sales.
11. Enumerate the methods of assessing marketing channel performance.
12. Discuss the historical phases in the evolution of supply chain management.
13. Describe the factors influencing an organisation's levels of safety inventory.

SECTION C**Answer any TWO questions.****(2 × 15 = 30)**

14. What are the various ways of evaluating a salesman's performance? Explain various types.
 15. How can a business firm accurate sales forecast in these time of uncertain market environment and fluctuating demand?
 16. Explain the general ideas that the managers shall consider while making a decision regarding supply chain information technology.
 17. Discuss in detail the various steps involved in channel design and planning.
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