

**Code: 9E00306b**

MBA III Semester Supplementary Examinations May 2018

**SALES & DISTRIBUTION MANAGEMENT**

(For students admitted in 2013 as a last chance)

Time: 3 hours

Max. Marks: 60

Answer any FIVE questions  
All questions carry equal marks

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- 1 Discuss the emerging trends in sales management.
- 2 Discuss the four parts of a sales strategy.
- 3 Explain the basic types of sales organizational structures.
- 4 How does distribution function add value to the marketing effort?
- 5 Discuss few key logistic activities in an organization. Explain the components of a logistics plan.
- 6 What are the major retail formats in India? Explain the characteristics of each of them.
- 7 Designing a suitable channel system will require different steps. Explain each of them.
- 8 Discuss the factors to be borne in mind while choosing the market to enter.

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