

COURSE CODE – 2040306

PG DEGREE EXAMINATION – JAN 2009

MBA (EXE)

SALES AND DISTRIBUTION MANAGEMENT (ELE)

(For Candidate Admitted from Calendar 2007 Onwards)

Time: 3 Hours

Max. Marks: 75

Section-A

Answer all the Questions:

15 X 1 = 15

1. Define Sales Management
2. Define Strategy.
3. What is marketing price.
4. Define motivation.
5. Define quotes.
6. What is forecasting.
7. What is Sales management.
8. What is Budgetway system.
9. What is new techniques.
10. What is internal marketing.
11. Define capital marketing.
12. What is sales promotion.
13. Define Evaluation Techniques.
14. What is distribution.
15. What is control of management.

Section-B

Answer any Five Questions:

5 X 6 = 30

16. a. Explain short term, long term distribution.

(Or)

- b. Bring out the problem of salesman.

17. a. Critically analysis Budgeting control.

(Or)

- b. Analyse various system of distribution.

18. a. Examine growth of physical distribution management.

(Or)

- b. Composition of Management Indian foreign trade.

19. a. Discuss the aim of distribution management.

(Or)

- b. What are the features of management new techniques.

20. a. Scientific method of socialism customer satisfaction define.

(Or)

- b. Explain detail about the Forecasting

Section – C

Answer any Two Questions:

2 X 15 = 30

21. What are facts of Internal and external marketing.
22. What are the physical distribution management.
23. What is budgeting control.
24. What are the facts internal and external sales promotion.
25. What are the facts sales increasing distribution system provision.