

MBA 3614

M.B.A. DEGREE EXAMINATION, JUNE 2007.

Third Semester

Marketing

Paper XIV — LOGISTICS MANAGEMENT

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE of the following :

1. List out the elements of Teleshopping.
2. How to motivate the salesforce?
3. Explain the importance of physical distribution management.
4. Who controls the channels? How?
5. How to motivate channel members?
6. Write a short on Retail co-operatives.
7. Define
 - (a) 'E' enabled selling and distribution
 - (b) 'E' – Commerce

8. Discuss Franchise system.

PART B — (5 × 10 = 50 marks)

Answer any FIVE of the following.

9. Describe the pros and cons of Network marketing.
10. Discuss the personal selling process.
11. Explain the sales management programme for a versatile product.
12. How to train the sales force?
13. What are the major tasks in physical distribution management?
14. What factors influence channel decisions?
15. Distinguish between leader pricing and predatory price cutting.
16. What advertising strategies are likely to be used when a product is in the growth stage?

PART C — (1 × 20 = 20 marks)

Case study – Compulsory

17. What information would you seek as part of your presale preparation to sell each of the following

products? In each case, you selling to the users of the product.

- (a) Snow mobiles
- (b) Desk-top office copies
- (c) Nets for public tennis courts and
- (d) Mopeds.