

R09

Code No: E5406

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
MBA – IV Semester Examinations, February -2012
SALES AND DISTRIBUTION MANAGEMENT**

Time: 3hours

Max. Marks: 60

**Answer any five questions
All questions carry equal marks**

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1. What are the sales strategies and tactics? Bring out clearly the emerging trends in sales management.
2. Outline the role and skills of a sales manager in competitive environment.
3. What is sales budget? Describe the process of preparation of sales budget.
4. Describe the procedure for evaluating and controlling the performance of sales force.
5. Explain the role of marketing channels in distribution management.
6. Explain the classification of wholesale dealers and major wholesaling decisions.
7. What is channel design factor? Explain the steps in channel planning process.
8. What is vertical integration? Discuss the uses of channel information system.
