

MAY 2011

P/ID 6020/MEC

Time : Three hours

Maximum : 80 marks

PART A — (8 × 5 = 40 marks)

Answer any EIGHT questions.

All questions carry equal marks.

1. Write short notes on :
 - (a) Buyer – Seller dyads
 - (b) Dealer Promotion.
2. What are the problems normally faced by sales manager?
3. What are the different methods of training sales personnel?
4. Explain the criteria used in selecting good transporters.
5. Discuss the latest trends in Indian retail business.
6. What made HLL to go in for both distribution mechanisms?

7. How are channels for services different from channels for products?
8. What is prospecting? What are the sources of prospects?
9. How to evaluate the performance of sales people?
10. Explain the role of distribution in marketing.
11. What is dealer motivation? How are channel members motivated?
12. What are the costs associated with distribution? Suggest ways to reduce the cost of distribution.

PART B — (4 × 10 = 40 marks)

Answer any FOUR questions.

All questions carry equal marks.

13. Explain the criteria used for selecting a good transporter and give your suggestions for transporting export garments to Europe.
14. What factors are to be considered while preparing Sales budget?

15. Explain different methods for evaluating the effectiveness of distribution channel.
 16. Explain designing of territories for the following products :
 - (a) Washing Machines
 - (b) Computers.
 17. What are the risks associated with distribution system? How to minimize and shift the risk?
 18. How industrial marketing and distribution system differ from marketing to other customers?
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