

BVM COLLEGE OF MANAGEMENT EDUCATION
QUESTIONS BANK FOR
3rd INTERNAL EXAMINATION NOV.- DEC.2015
MBA-III SEM MBA-(MK)-02
Sub: SALES AND DISTRIBUTION MANAGEMENT

Short answer type Questions:

[A]. Each Question Carry 1.5 Marks

- Q.1. What do you mean by distributions system? Explain.
- Q.2. Define the distribution channel management.
- Q.3. What is Channel Conflicts? Explain.
- Q.4. Explain the importance of distributor's Training.

[B]. Each Question Carry 2 Marks

- Q.1. What is market representation? Explain its types.
- Q.2. Describe the distributor's Training and its objectives.
- Q.3. What do you mean by distribution channel? Explain it.

[C]. Long answer type Questions: (Each Question Carry 3 Marks)

- Q.1. Differentiate between Agents and Distributors.
- Q.2. Explain the principles of the distribution channel.
- Q.3. What is the importance of distribution channels in marketing? Explain.
- Q.4. Explain the channel design process.
- Q.5. Describe the structure of the distribution channel.
- Q.6. What do you mean by the Forces of Distributing Systems?
- Q.7. Explain the process of Distributors Selection and Appointment.
- Q.8. Explain the Channel Conflicts Resolutions methods.

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