

**ADVANCED DIPLOMA IN AIR CARGO
MANAGEMENT (ADACM)**

Term-End Examination

December, 2010

**MAV-037 : PRINCIPLES OF SUPPLY AND
MARKETING MANAGEMENT**

Time : 3 hours

Maximum Marks : 100

Note : Answer any five questions. All questions carry equal marks.

1. Explain the term "distribution". Assume that you are entrusted with the task of designing distribution network in a supply chain. How will you achieve it ? What are the factors will you consider for the same ? 20
2. Do you think "marketing mix" plays an important role for the success of a business organisation ? If so, why ? Explain. What are the problems a marketer may face in fixing a suitable marketing mix ? 20
3. Write short notes on :
 - (a) Factors to be taken into consideration for a company to achieve economics of scale and cost reduction. 10
 - (b) Components of Inventory Decision. 10

4. Write short notes on :
- (a) Perceptual Mapping. 10
 - (b) E-business and E-Commerce. 10
5. What do you understand by “Marketing of Services” ? What are the main characteristics of services ? Explain with suitable examples. 20
6. Write an essay on Logistics and goals of Logistics. 20
7. Write short notes on :
- (a) Objectives and process of positioning a service in a market segment. 10
 - (b) Pricing. 10
8. Explain different types of Sales Personnel and essential factors of a successful selling. What are the qualities one should possess as a Sales Manager ? 20
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