

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA - SEMESTER-III • EXAMINATION – SUMMER • 2015

Subject Code: 2830103

Date: 05-06-2015

Subject Name: Sales and Distribution Management (SDM)

Time: 14:30 pm – 17:30 pm

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Q.1 (a) What is the usual manner in which business buyers make buying decisions? As a salesperson why it becomes necessary for you to understand the various buying situations for the business buyers. Support your answer with necessary examples. **07**

(b) “Distribution Channel Strategy is the part of the overall marketing strategy of any organization.” – Explain. What are the various elements of the Distribution Channel Strategy? **07**

Q.2 (a) Explain any two of the various sales presentations methods – one suitable for individual buyers and the other suitable for business buyers. **07**

(b) Define Marketing Channels? What are the major functions performed by the marketing channels? **07**

OR

(b) What is Channel Conflict? Why do they arise? Explain a few types of channel conflicts. Take necessary examples. **07**

Q.3 (a) “Sales budgets are the blueprint for making profitable sales.” – Explain. **07**

(b) Define Sales Territories. Explain the need to have well defined sales territories. **07**

OR

Q.3 (a) “Sales quotas work as a great tool for controlling the sales force and their performance evaluation.” – Explain. **07**

(b) What is the procedure for designing / revising Sales Territories to ensure the maximum coverage possible? **07**

Q.4 (a) “Sales Management and Distribution Management are two sides of the same coin.” – Please justify the statement. **07**

(b) What are the major factors that affect the channel design decisions? **07**

OR

Q.4 (a) “Good personality and good communications skills are not the only requirement for being a successful salesperson.” – Explain with justifications as to what else is necessary. **07**

(b) Who can be called a wholesaler? Explain a few types of wholesalers? How a wholesaler is different from a retailer? **07**

Q.5 (a) “An efficient Channel Information System is critical for the overall **07**

success of distribution management function.” – Explain with necessary justifications.

- (b) Define Logistics and explain key logistics activities performed by the logistics partners. 07

OR

- Q.5** (a) What are the major focus areas of logistics and SCM? 07
(b) What are the major channel policies an organization should ensure for ensuring efficient channel management? 07
