

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA - SEMESTER-III • EXAMINATION – WINTER • 2014

Subject Code: 2830103

Date: 11-12-2014

Subject Name: Sales and Distribution Management (SDM)

Time: 10:30 am - 01:30 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) List and explain some of the ethical situations involving salespeople and sales managers with relevant examples. What are your suggestions for dealing effectively with such situations? **07**
- (b) You have recently been appointed as Area Sales Manager in the Cooling Appliances Business Division of a major conglomerate for Gujarat. The product range includes window and split air conditioners, water coolers and deep freezers. As part of your job profile you have to develop a new distribution network for your company all over the state. What are the factors that will influence your distribution channel strategy? List the functions that your channel members will be performing for your company. **07**
- Q.2**
- (a) 1. Briefly explain the disadvantages of product specialization type of sales organization. **03**
2. List the steps for developing a channel information system – channel MIS for a medium scale selling enterprise. **04**
- (b) List and explain some of the theories of personal selling with relevant examples of each theory. **07**
- OR**
- (b) Define Sales budget. List the purposes of a Sales Budget. Taking a hypothetical example, explain the process of preparing a Sales Budget. **07**
- Q.3**
- (a) 1. Discuss briefly some of the emerging trends in Sales Management. **03**
2. What are the risks involved in International Sales and Distribution? **04**
- (b) List the common types of Sales Quotas used in organisations. Discuss with examples the various methods of setting sales quotas. **07**
- OR**
- Q.3**
- (a) 1. What are sales objectives? How are they derived? **03**
2. Briefly explain the payment terms in International Selling. **04**
- (b) Mr. Jagat Rana has been appointed as Senior Manager, (Marketing & Customer Support) for Zen Lighting Solutions (India) private limited. His area of operation is the entire state of Gujarat. The company is manufacturing street and flood light solutions. The prospective market for the company will be all places where street and flood lighting is used. Using the concept of Sales Prospecting, help Mr. Rana identify some of his potential markets in Gujarat. **07**
- Q.4**
- (a) Explain the procedure of designing sales territories with a relevant example. **07**
(b) Discuss the major channel policies as part of effective channel management. **07**
- OR**
- Q.4**
- (a) List and explain the various strategies used for making a sales presentation. **07**

- (b) Classify some of the major types of retailers and wholesalers. **07**
- Q.5** (a) Define Logistics. Discuss the scope and some of the key activities of Logistics. **07**
- (b) What are the relative advantages and disadvantages of various transportation modes? How to evaluate the best mode of transport in a given situation? **07**
- OR**
- Q.5** (a) What are the major functions of a warehouse? How is warehousing related to inventory decisions? **07**
- (b) List and explain some of the elements of a channel information system. **07**
