

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER-III • EXAMINATION – WINTER • 2014

Subject Code: 830103

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) Which activity of sales manager takes up the most time? What are the operating and planning functions of a sales executive? **07**

(b) 'Strategy follows structure'. Justify this statement with examples. **07**

Q.2 (a) In what ways 'Sales' and 'Distribution' function complement each other. **07**

(b) How does a company tackle wide variation in seasonal demand- for example: woollens and cold drinks? **07**

OR

(b) Discuss with examples how "order taker" position is different from "order getter" position **07**

Q.3 (a) Why it is necessary for a sales manager to find out what motivates his/her team? What are the different ways in which he/she can motivate his/her team? **07**

(b) What steps are involved in personal selling of Blood test equipment to patients? **07**

OR

Q.3 (a) What are the various types of closing techniques available to a sales person? **07**

(b) How important is it to overcome objections? What are the various methods to overcome objections? **07**

Q.4 (a) Why is jury of executive opinion method of forecasting so popular? What is Delphi method of forecasting? **07**

(b) Suggest the forecasting methods for a new range of Puma shoes targeted for higher class. **07**

OR

Q.4 (a) Explain various types of retailers and its characteristics. **07**

(b) Can large retail chains become distributors for FMCG companies? How? **07**

Q.5 (a) Explain the process of recruitment and selection of sales people by taking example of any FMCG Company. **07**

(b) "Quotas" can act as a motivator as well as demotivator. Comment **07**

OR

Q.5 (a) Under what circumstances can a company Sales Team work independently of distribution channels? Explain with examples. **07**

(b) What is the difference between logistics and physical distribution? **07**
