

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA Integrated - SEMESTER- VII EXAMINATION – SUMMER 2022

Subject Code: 2577113**Date: 07/06/2022****Subject Name: Sales and Distribution Management****Time: 02:30 pm to 05:30 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) Discuss the various presentation methods used by salesperson. **07**
(b) What is a Sales Territory? Why is it necessary for companies to establish Sales Territory? **07**
- Q.2** (a) What are the parameters used to evaluate Channel Alternatives? **07**
(b) Describe five discrepancies that the channel members take care of? **07**
- OR**
- (b) Explain briefly various elements of a Channel Information System. **07**
- Q.3** (a) List and explain some of the important theories of Personal Selling **07**
(b) Discuss the steps of the Selling process. **07**
- OR**
- Q.3** (a) What is retailing? Explain different types of retailers with example. **07**
(b) Write notes on AIDA'S theory of selling. **07**
- Q.4** (a) What are sales quotas and why it is important for a sales manager to set a sales quota for salesman? **07**
(b) Discuss the various types of sales promotion used in sales. **07**
- OR**
- Q.4** (a) Discuss emerging trends in Sales Management. **07**
(b) Discuss the role of Sales manager. **07**
- Q.5** (a) Discuss the nature and importance of sales management. **07**
(b) Write a note on Sales Audit. **07**
- OR**
- Q.5** (a) Discuss the need and scope of distribution management. **07**
(b) Distinguish between Retailing & wholesaling **07**
