

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
BVOC- SEMESTER- IV EXAMINATION – SUMMER 2023

Subject Code:1142203

Date:28-06-2023

Subject Name: Sales & Distribution Management

Time:10:30 AM TO 12:30 PM

Total Marks:50

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Simple and non-programmable scientific calculators are allowed.

	Marks
Q.1 (a) Write a short note on : SALES CONTESTS	05
(b) Explain “Design Channel Information System”.	05
Q.2 (a) Which are the qualities to make a Good Manager?	05
(b) What is Sales Management? Explain its nature.	05
OR	
(b) Discuss the scope of Distribution Management.	05
Q.3 (a) Why is sales management considered to be an inevitable part of business organizations?	05
(b) Write a Short Note on: Line Sales Organisation Structure.	05
OR	
Q.3 (a) Write down the Role of Distribution Channels in Business.	05
(b) Which factors affect in selecting Distribution Channels?	05
Q.4 (a) Explain the types of Distribution Channels briefly.	05
(b) Explain Sales Training Process.	05
OR	
Q.4 (a) What is CIS? Discuss its process.	05
(b) Which are the functions performed by a Marketing Channel.	05
Q.5 (a) How can you design an Effective Sales Compensation Plan?	05
(b) Write a Short Note on : Sales Audit	05
OR	
Q.5 (a) Which Elements you will consider for CIS?	05
(b) What is Wholesaling?	05
