

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA INTEGRATED– SEMESTER - VII EXAMINATION- SUMMER-2023**

**Subject Code: 2577113****Date: 23/06/2023****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.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

- Q.1** (a) What is meant by Personal selling? Explain its objectives. **07**  
(b) Explain Personal selling strategies. **07**

- Q.2** (a) How sales manager can manage unethical sales force behavior? **07**  
(b) Explain Relationship marketing. Differentiate between transaction selling and relationship selling. **07**

**OR**

- (b) Explain the importance of time and territory management in achieving sales objectives. **07**

- Q.3** (a) What factors should be considered by sales manager when deciding which source to use? **07**  
(b) What do you mean by sales training? Explain the importance of sales training. **07**

**OR**

- Q.3** (a) Explain the different steps in the process of developing a compensation plan. And state the objectives of it. **07**  
(b) What are the different approaches to increasing sales force productivity? **07**

- Q.4** (a) What are the marketing intermediaries? What are the common types of it? **07**  
(b) Explain channel function and flows? Explain different kind of flows in marketing channel. **07**

**OR**

- Q.4** (a) Describe the future of wholesalers in India. What are the limitations of wholesalers? **07**  
(b) What are channel conflicts? Describe the stages and types of conflicts. **07**

- Q.5** (a) Describe channel conflict resolution style and channel policies. **07**  
(b) Define logistics. State scope and components of logistic management. **07**

**OR**

- Q.5** (a) What do you mean by channel information system? Describe the elements of it. **07**  
(b) Explain: Distribution management in international market. **07**

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