

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

B.VOC - SEMESTER- IV EXAMINATION – SUMMER 2024

Subject Code: 1142203

Date: 20-05-2024

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 down importance of sales management	
	(b) What are the various steps in Selling Process?	
Q.2	(a) Write a note on Sales Organization Structures	
	(b) How can you manage Sales Information?	05
	OR	
	(b) Write a note on Sales Force Management.	05
Q.3	(a) What is your opinion about Sales force compensation? Explain in detail.	05
	(b) Identify the ways of Controlling sales force in detail.	05
	OR	
Q.3	(a) Write a note on the different Levels of channels.	05
	(b) What are the various factors affecting Selection of Channel Partners.	05
Q.4	(a) Differentiate between Retailing & wholesaling in detail.	05
	(b) Write a note on Channel Information Systems (CIS).	05
	OR	
Q.4	(a) Elaborate in detail Channel Performance Evaluation.	05
	(b) Write a note on Supply Chain Management.	05
Q.5	(a) Describe in detail Inventory & warehouse management.	05
	(b) What are the need and scope of distribution management?	05
	OR	
Q.5	(a) Write a note on Sales Reports in detail.	05
	(b) Describe in detail Sales Contests.	05
