

**GUJARAT TECHNOLOGICAL UNIVERSITY**

**B.VOC- SEMESTER-IV EXAMINATION – SUMMER 2025**

**Subject Code:1142203**

**Date:15-05-2025**

**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.

	<b>Marks</b>
<b>Q.1</b> (a) Define sales management. Explain nature of sales management.	<b>05</b>
(b) Elaborate elements of Salesforce management	05
<b>Q.2</b> (a) Explain sales training methods in detail.	<b>05</b>
(b) Explain functions of channel partners.	<b>05</b>
<b>OR</b>	
(b) Explain levels of distribution channel.	<b>05</b>
<b>Q.3</b> (a) If you are having retail store, What process of selling you would follow . Explain the process with details	<b>05</b>
(b) Elaborate compensation mix in detail.	<b>05</b>
<b>OR</b>	
<b>Q.3</b> (a) What is sales contests ? Explain objective of sales contests.	<b>05</b>
(b) Write a short note on supply chain management	<b>05</b>
<b>Q.4</b> (a) Explain types of sales organizational structure in detail.	<b>05</b>
(b) What is need of distribution management.	<b>05</b>
<b>OR</b>	
<b>Q.4</b> (a) According to you, which factors would affect while selecting channel partners.	<b>05</b>
(b) Write a short note on franchisee.	<b>05</b>
<b>Q.5</b> (a) From which criteria we can evaluate channel performance.	<b>05</b>
(b) Explain functions of retailing in detail.	<b>05</b>
<b>OR</b>	
<b>Q.5</b> (a) What is CIS ? What are the advantages of CIS?	<b>05</b>
(b) Elaborate types of wholesaler in detail.	<b>05</b>

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