

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA INTEGRATED SEMESTER-VII-EXAMINATION-SUMMER-2025

Subject Code: 2577113

Date: 19-05-2025

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 are the primary types of sales management positions found in organizations today? **07**
- (b)** Discuss the nature and importance of sales management in modern business environments. **07**
- Q.2 (a)** Which type of sales force organization assigns sales representatives to specific industries or types of customers? **07**
- (b)** Which of the following parameters is commonly used to evaluate channel alternatives? **07**
- OR**
- (b)** Write notes on AIDA'S theory of selling. **07**
- Q.3 (a)** What are sales quotas and why it is important for a sales manager to set a sales quota for salesman? **07**
- (b)** What is management? Explain need and scope of distribution management. **07**
- OR**
- Q.3 (a)** Discuss the functions performed by distribution channels. Explain in brief the three patterns of distribution. **07**
- (b)** Explain the process of designing sales territories with a relevant example. **07**
- Q.4 (a)** What is sales promotion? Discuss the various types of sales promotion used in sales. **07**
- (b)** What is retailing? Explain different types of retailers with example. **07**
- OR**
- Q.4 (a)** What is sales manager? Discuss the role of Sales manager. **07**
- (b)** Difference between Retailing & wholesaling. **07**
- Q.5 (a)** Explain the various strategies to enter the international markets. **07**
- (b)** Describe five discrepancies that the channel members take care of? **07**
- OR**
- Q.5 (a)** Which of these are factors to consider when deciding on the location of a new warehouse facility? **07**
- (b)** What is international market? Discuss nature of international market. **07**
