

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA-SEMESTER-III-EXAMINATION-SUMMER-2025

Subject Code: 4539213

Date: 06/06/2025

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 Define the following:** **14**
1. Sales Management
 2. Missionary Selling
 3. Sales Job Analysis
 4. Sales Budget
 5. SCM
 6. Logistics
 7. Distribution Management
- Q. 2 (a)** List and Explain major qualitative methods of sales forecasting with advantages and disadvantages of each method. **7**
- Q. 2 (b)** Explain the workload approach to territory planning, outlining its major shortcomings. What are the situations in which you would recommend workload based territory planning? **7**
- OR**
- Q. 2 (b)** Define Personal Selling. Explain the Personal Selling Process briefly. **7**
- Q. 3 (a)** Write a note on AIDAS Theory of Selling. **7**
- Q. 3 (b)** Explain in detail the role and function of a wholesaler. How are they different from those of a retailer? **7**
- OR**
- Q. 3 (a)** What is Sales Quota? Why quotas are used in the management of sales-force? What type of quota do you recommend for Selling Automobiles in the Indian Market? **7**
- Q. 3 (b)** Define Routing and Scheduling. Explain the procedure of setting up a routing plan along with various types of routing patterns. **7**
- Q. 4 (a)** List and explain the concepts of Vertical, Horizontal and Multichannel marketing systems with relevant examples of each type of marketing system. **7**
- Q. 4 (b)** What are the Chanel Conflicts? Explain the various methods of resolving Channel Conflicts. **7**
- OR**
- Q. 4 (a)** Explain in detail distribution objectives of FMCG company and also state key performance indicators for evaluating distribution strategy. **7**

- Q. 4 (b) What are the factors to be considered while setting up a distribution channel in an international market? Explain with the help of any suitable example. 7

Q.5 Case Study:

Ashok Desai, a post graduate in MBA-Marketing was transferred from western region, where he worked as Area Sales Manager of CG Engineering Company, to eastern region as Regional Manager- Industries. He was told by the company's General Manager (Sales) that he was transferred from western region to eastern region to set things right, as eastern region was not performing well on sales and profits.

Ashok's main responsibilities were to manage effectively 11 sales engineers and achieve the sales volume and net profit quotas. For Ashok not only the industrial customer's but also the sales engineers of eastern region were new. The sales engineers were compensated based on straight salary and perquisites like house rent allowance and medical reimbursement. There was no incentive scheme. The territory of eastern region consisted of states of West Bengal, Bihar, Assam and Orissa. Ashok felt that the sales engineers were not covering the market adequately and were not following any system of routing and scheduling. He also thought that salespeople were spending more time in travelling and less time in selling activities. After talking to sales engineers individually, he got an impression that most of them were not motivated, as they were not given adequate freedom of operations and recognition whenever they got good orders.

Questions:

- Q.5. (a) If you were Ashok Desai, What would you do to achieve superior results in terms of sales and net profit as expected by the General Manager (Sales)? 7

- Q.5. (b) Suggest some measures to increase the market coverage of the sales territory so that employees spend more time in selling activities. 7

OR

- Q.5. (a) According to you, Why eastern region was not performing well on sales and profits? 7

- Q.5. (b) Suggest some motivational tools to boost the morale of the employees at eastern region. 7