

Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

## **GUJARAT TECHNOLOGICAL UNIVERSITY**

**MBA(INTEGRATED)- SEMESTER- VII EXAMINATION – WINTER 2020**

**Subject Code:2577113**

**Date:05/01/2021**

**Subject Name:Sales and Distribution Management**

**Time:10:30 AM to 12:30 AM**

**Total Marks: 47**

**Instructions:**

1. Attempt any **THREE** questions from Q1 to Q6.
2. **Q7** is compulsory.
3. Make suitable assumptions wherever necessary.
4. Figures to the right indicate full marks.

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|------------|------------|---|-----------|
| <b>Q.1</b> | <b>(a)</b> | List and explain the major qualitative methods of Sales Forecasting with advantages and disadvantages of each method.                             | <b>07</b> |
|            | <b>(b)</b> | Write notes on AIDA'S theory of selling.  | <b>07</b> |
| <b>Q.2</b> | <b>(a)</b> | What is personal selling? Explain the process of personal selling in brief.   | <b>07</b> |
|            | <b>(b)</b> | What are sales quotas and why it is important for a sales manager to set a sales quota for salesman?  | <b>07</b> |
| <b>Q.3</b> | <b>(a)</b> | Write a short note on widely used methods of compensating salespeople with their advantages and disadvantages.                                    | <b>07</b> |
|            | <b>(b)</b> | Explain the Sales performance Evaluation and Control Procedure briefly.   | <b>07</b> |
| <b>Q.4</b> | <b>(a)</b> | Explain the process of designing sales territories with a relevant example.   | <b>07</b> |
|            | <b>(b)</b> | Define Sales force Expenses. What are the four types of expense plans used for controlling the selling expenses?                                  | <b>07</b> |
| <b>Q.5</b> | <b>(a)</b> | What are the Chanel Conflicts? Enumerate various methods of resolving Channel Conflicts.  | <b>07</b> |
|            | <b>(b)</b> | Describe five discrepancies that the channel members take care of?  | <b>07</b> |
| <b>Q.6</b> | <b>(a)</b> | Explain in detail the role and function of a wholesaler. How are they different from those of a retailer?   | <b>07</b> |
|            | <b>(b)</b> | Explain briefly various elements of a Channel Information System.   | <b>07</b> |
| <b>Q.7</b> | <b>(a)</b> | Define Logistics. Discuss with relevant examples the scope and components of Logistics.   | <b>05</b> |
| <b>OR</b>  |            |   |           |
| <b>Q.7</b> | <b>(a)</b> | List and explain the concepts of Vertical, Horizontal and Multichannel marketing systems with relevant examples of each type of marketing system. | <b>05</b> |