

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA INTEGRATED • SEMESTER – VII • EXAMINATION – WINTER -2021**

**Subject Code: 2577113****Date: 03/12/2021****Subject Name: Sales and Distribution Management****Time: 10:30 AM to 01:30 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1** (a) What is sales management? Explain Nature and Importance of sales management. **07**  
(b) Explain different steps of Personal Selling Process in detail. **07**
- Q.2** (a) Define personal selling? List and explain some of the theories of personal selling with relevant examples of each theory. **07**  
(b) Explain the different types of 'Sales forecasting' approaches? **07**
- OR**
- (b) Explain the methods used by companies for setting sales quotas. **07**
- Q.3** (a) List and explain the various strategies used for making a sales presentation. **07**  
(b) Which criteria's can be used to evaluate the performance of salespeople? **07**
- OR**
- Q.3** (a) What is a Sales Territory? Why is it necessary for companies to establish Sales Territory? Briefly describe the procedure for designing sales territories. **07**  
(b) How important is it to motivate the Sales Force? Discuss various strategies used to motivate the sales force? **07**
- Q.4** (a) Discuss the functions performed by distribution channels. Explain in brief the three patterns of distribution. **07**  
(b) List and explain some of the elements of a channel information system. **07**
- OR**
- Q.4** (a) What are the Channel Conflicts? Enumerate various methods of resolving Channel Conflicts. **07**  
(b) What are the factors to be considered for locating a distribution warehouse? **07**
- Q.5** (a) What do you understand by Logistics Management? Discuss its scope and objectives and discuss the key decision areas. **07**  
(b) What are the parameters used to evaluate Channel Alternatives? **07**
- OR**
- Q.5** (a) Write a short note on entry strategies for international markets. **07**  
(b) Describe five discrepancies that the channel members take care of? **07**

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