

GUJARAT TECHNOLOGICAL UNIVERSITY**MBA Integrated - SEMESTER– VII EXAMINATION – WINTER 2022****Subject Code: 2577113****Date: 31/12/2022****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? Discuss the nature and importance of Sales management. **07**
(b) What is personal selling? Discuss the steps involved in personal selling process. **07**

- Q.2** (a) List and explain some of the elements of a channel information system. **07**
(b) How Channel Alternatives can be evaluated? Discuss with various evaluation parameters. **07**

OR

- (b) What is sales territory? How sales territory can be established. Discuss the importance of sales territory. **07**

- Q.3** (a) What is sales quota? Discuss the various methods of setting up sales quota. **07**
(b) Explain the role of sales manager in sales and marketing of products or services. **07**

OR

- Q.3** (a) What is personal selling? Explain the theories of personal selling. **07**
(b) What is sales forecasting? Discuss the various methods of Sales Forecasting. **07**

- Q.4** (a) Write a note on Sales Budget. **07**
(b) Discuss the various methods of compensation for sales people with their merit and demerits. **07**

OR

- Q.4** (a) Explain in detail the role and function of a Wholesaler. **07**
(b) What are the Chanel Conflicts? Discuss the various methods of resolving Channel Conflicts. **07**

- Q.5** (a) What is Logistics? Discuss the components of Logistics. **07**
(b) What is Sales force motivation? Why Sales Force motivation in important? **07**

OR

- Q.5** (a) Discuss the various marketing policies related to Sales. **07**
(b) Discuss the various entry strategies to enter the international markets. **07**
