

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA Integrated– SEMESTER –VII-EXAMINATION – WINTER-2023

Subject Code:2577113**Date: 14-12-2023****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) Describe the primary responsibilities and roles of a sales manager within an organization. **07**
 (b) What are some effective strategies for motivating a sales force to achieve their targets and goals? **07**
- Q.2** (a) What are the common sources of conflict in channel management, and how can they be effectively managed to maintain strong partnerships? **07**
 (b) What is the role of retailing in the distribution of consumer goods, and how does it differ from wholesaling? **07**
- OR**
- (b) What are the common objectives of personal selling in a business context. **07**
- Q.3** (a) What is the purpose of conducting sales audits, and how can they help identify areas for improvement within a sales organization? **07**
 (b) What is distribution management, and why is it important for businesses? **07**
- OR**
- Q.3** (a) Write a detailed not on Sales Job Analysis. **07**
 (b) Describe various methods and techniques used in sales forecasting. What are the advantages and disadvantages of each method? **07**
- Q.4** (a) Discuss the theories of personal selling. **07**
 (b) How are sales territories defined, and what is their significance in managing a sales team effectively? **07**
- OR**
- Q.4** (a) Discuss the role of transportation in logistics and supply chain management, and highlight the importance of technology in this field. **07**
 (b) What is the personal selling? Discuss the process of Personal Selling. **07**
- Q.5** (a) What are the key elements of a Channel Information System (CIS), and how do they contribute to effective channel management? **07**
 (b) How can a company ensure that its sales budget aligns with its overall business objectives and strategies? **07**
- OR**
- Q.5** (a) What are the key functions of channel partners in a distribution network? **07**
 (b) Describe the nature of international markets and the challenges companies may face when expanding globally. **07**
