

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA INTEGRATED-SEMESTER-VII-EXAMINATION-WINTER-2024

Subject Code: 2577113**Date: 28/11/2024****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.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

- Q.1** (a) What is the nature and importance of sales management in an organization? **07**
 (b) What are the unique characteristics of international markets that influence sales and distribution management strategies? **07**
- Q.2** (a) Discuss the key roles and responsibilities of a sales manager. How do these roles influence the performance of the sales team? **07**
 (b) Describe the key functions of channel partners in the distribution process. **07**
- OR**
- (b) Describe the different types of sales force compensation structures. **07**
- Q.3** (a) Explain the importance of conflict management in channel management. What strategies can be employed to resolve conflicts that arise between channel partners? **07**
 (b) Discuss the significance of distribution management in the overall marketing strategy of a business? **07**
- OR**
- Q.3** (a) Discuss the objectives of personal selling. **07**
 (b) What are the key elements of a Channel Information System (CIS)? Discuss how each element contributes to the effectiveness of channel management. **07**
- Q.4** (a) Explain how technology is transforming logistics and supply chain management. **07**
 (b) Explain the significance of sales territories and quotas. **07**
- OR**
- Q.4** (a) Define logistics and discuss its scope within the context of supply chain management. **07**
 (b) Outline the channel design process. What key factors should be considered when designing an effective distribution channel? **07**
- Q.5** (a) Outline the personal selling process. What are the key stages involved, and how do they contribute to successful sales outcomes? **07**
 (b) Discuss the various strategies for motivating a sales force. What role does motivation play in achieving sales targets and enhancing team performance? **07**
- OR**
- Q.5** (a) Discuss the challenges involved in managing sales and distribution in international markets. **07**
 (b) Discuss the role of sales audits in evaluating sales force effectiveness. **07**
