

GUJARAT TECHNOLOGICAL UNIVERSITY

B.VOC - SEMESTER-IV EXAMINATION – WINTER 2025

Subject Code:1142203

Date:17-11-2025

Subject Name: Sales & Distribution Management

Time:02:30 PM TO 04:30 PM

Total Marks:50

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Simple and non-programmable scientific calculators are allowed.

		Marks
Q.1	(a) What is sales management? Explain sales organizational structure in detail.	05
	(b) Write a note on selling process.	05
Q.2	(a) According to you what type of sales training methods would be beneficial for the sales department to maintain company's competitiveness in the market?	05
	(b) What is distribution management? Explain role of distribution channels in business.	05
	OR	
	(b) What is Franchising? Explain advantages and disadvantages of Franchising with examples.	05
Q.3	(a) Explain process of channel information system.	05
	(b) Elaborate elements of channel information system.	05
	OR	
Q.3	(a) Define Retailing. Explain functions of Retailing.	05
	(b) Explain qualities of good sales manager.	05
Q.4	(a) Explain types of wholesaler in detail.	05
	(b) Write a short note on inventory and warehouse management.	05
	OR	
Q.4	(a) How any company can evaluate channel performance.	05
	(b) Write a note on factors affecting selection of distribution channel partners.	05
Q.5	(a) Explain supply chain management in detail.	05
	(b) Elaborate levels of distribution channel.	05
	OR	
Q.5	(a) Explain sales contests with objectives of it.	05
	(b) As the owner of an advertising company, What would be most effective compensation plan that could be developed to inspire and motivate your sales personnel.	05
