

Enrollment No./Seat No.:

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA INTEGRATED - SEMESTER - VII EXAMINATION - WINTER 2025**

**Subject Code: 2577113**

**Date: 21-11-2025**

**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.**

	<b>Marks</b>
<b>Q.1 (a)</b> Define personal selling? List and explain some of the theories of personal selling with relevant examples of each theory.	<b>07</b>
<b>(b)</b> What is sales territory? How sales territory can be established. Discuss the importance of sales territory.	<b>07</b>
<b>Q.2 (a)</b> List and explain the major qualitative methods of Sales Forecasting with advantages and disadvantages of each method.	<b>07</b>
<b>(b)</b> Discuss emerging trends in Sales Management.	<b>07</b>
<b>OR</b>	
<b>(b)</b> Explain the role of sales manager in sales and marketing of products or services.	<b>07</b>
<b>Q.3 (a)</b> What is retailing? Explain different types of retailers with example.	<b>07</b>
<b>(b)</b> Describe five discrepancies that the channel members take care of?	<b>07</b>
<b>OR</b>	
<b>(a)</b> Critically explain AIDA'S theory of selling. Also make suitable diagram for each step.	<b>07</b>
<b>(b)</b> List and explain some of the elements of a channel information system.	<b>07</b>
<b>Q.4 (a)</b> What is Logistics? Discuss the components of Logistics.	<b>07</b>
<b>(b)</b> Explain the Sales performance Evaluation and Control Procedure briefly.	<b>07</b>
<b>OR</b>	
<b>(a)</b> Discuss the various entry strategies to enter the international markets.	<b>07</b>
<b>(b)</b> What is Sales force motivation? Why Sales Force motivation is important?	<b>07</b>
<b>Q.5 (a)</b> What are the Channel Conflicts? Enumerate various methods of resolving Channel Conflicts	<b>07</b>
<b>(b)</b> Explain in detail the roles of a Wholesaler in Sales and Distribution.	<b>07</b>

**OR**

- (a)** Discuss the functions performed by distribution channels. Explain in brief the three patterns of distribution. **07**
- (b)** What are the factors to be considered for locating a distribution warehouse? **07**

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