

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA - SEMESTER-III • EXAMINATION – SUMMER • 2015

Subject Code: 2830103

Date: 05-06-2015

Subject Name: Sales and Distribution Management (SDM)

Time: 14:30 pm – 17:30 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 the usual manner in which business buyers make buying decisions? As a salesperson why it becomes necessary for you to understand the various buying situations for the business buyers. Support your answer with necessary examples. **07**

(b) “Distribution Channel Strategy is the part of the overall marketing strategy of any organization.” – Explain. What are the various elements of the Distribution Channel Strategy? **07**

Q.2 (a) Explain any two of the various sales presentations methods – one suitable for individual buyers and the other suitable for business buyers. **07**

(b) Define Marketing Channels? What are the major functions performed by the marketing channels? **07**

OR

(b) What is Channel Conflict? Why do they arise? Explain a few types of channel conflicts. Take necessary examples. **07**

Q.3 (a) “Sales budgets are the blueprint for making profitable sales.” – Explain. **07**

(b) Define Sales Territories. Explain the need to have well defined sales territories. **07**

OR

Q.3 (a) “Sales quotas work as a great tool for controlling the sales force and their performance evaluation.” – Explain. **07**

(b) What is the procedure for designing / revising Sales Territories to ensure the maximum coverage possible? **07**

Q.4 (a) “Sales Management and Distribution Management are two sides of the same coin.” – Please justify the statement. **07**

(b) What are the major factors that affect the channel design decisions? **07**

OR

Q.4 (a) “Good personality and good communications skills are not the only requirement for being a successful salesperson.” – Explain with justifications as to what else is necessary. **07**

(b) Who can be called a wholesaler? Explain a few types of wholesalers? How a wholesaler is different from a retailer? **07**

Q.5 (a) “An efficient Channel Information System is critical for the overall **07**

success of distribution management function.” – Explain with necessary justifications.

- (b) Define Logistics and explain key logistics activities performed by the logistics partners. **07**

OR

- Q.5** (a) What are the major focus areas of logistics and SCM? **07**

- (b) What are the major channel policies an organization should ensure for ensuring efficient channel management? **07**
