

GUJARAT TECHNOLOGICAL UNIVERSITY**MBA - SEMESTER-III • EXAMINATION – WINTER • 2014****Subject Code: 830103****Date: 11-12-2014****Subject Name: Sales and Distribution Management (SDM)****Time: 10:30 am - 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) Which activity of sales manager takes up the most time? What are the operating and planning functions of a sales executive? **07**
- (b) 'Strategy follows structure'. Justify this statement with examples. **07**
- Q.2** (a) In what ways 'Sales' and 'Distribution' function complement each other. **07**
- (b) How does a company tackle wide variation in seasonal demand- for example: woolens and cold drinks? **07**
- OR**
- (b) Discuss with examples how "order taker" position is different from "order getter" position **07**
- Q.3** (a) Why it is necessary for a sales manager to find out what motivates his/her team? What are the different ways in which he/she can motivate his/her team? **07**
- (b) What steps are involved in personal selling of Blood test equipment to patients? **07**
- OR**
- Q.3** (a) What are the various types of closing techniques available to a sales person? **07**
- (b) How important is it to overcome objections? What are the various methods to overcome objections? **07**
- Q.4** (a) Why is jury of executive opinion method of forecasting so popular? What is Delphi method of forecasting? **07**
- (b) Suggest the forecasting methods for a new range of Puma shoes targeted for higher class. **07**
- OR**
- Q.4** (a) Explain various types of retailers and its characteristics. **07**
- (b) Can large retail chains become distributors for FMCG companies? How? **07**
- Q.5** (a) Explain the process of recruitment and selection of sales people by taking example of any FMCG Company. **07**
- (b) "Quotas" can act as a motivator as well as demotivator. Comment **07**
- OR**
- Q.5** (a) Under what circumstances can a company Sales Team work independently of distribution channels? Explain with examples. **07**
- (b) What is the difference between logistics and physical distribution? **07**
