

Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA – SEMESTER- 3 – EXAMINATION – SUMMER 2019****Subject Code: 2830103****Date:10/05/2019****Subject Name: Sales & Distribution Management****Time: 02:30 PM To 05:30 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) Answer the following multiple choice questions. 06**

1. What is the full form of CIS? (Just state A,B,C or D)  
A. Channel induced system  
B. Channel information system  
C. Channel integrated system  
D. Channel incorporated system
2. A prospect who needs a product and also has an ability to buy, is also referred to as:  
A. Suspect  
B. Sales lead  
C. Probable prospect  
D. Potential customer
3. In the AIDA model of sales process, I stands for  
A. Intention  
B. Interest  
C. Investigation  
D. Intensity
4. Logistics is the internal service provider for both production and  
A. purchase  
B. marketing  
C. commercial  
D. distribution
5. A channel partner who stocks and sells companies products without buying them is known as  
A. distributor  
B. transporter  
C. wholesaler  
D. C&FA
6. Sales management has an important position in organization because it is  
A. One of the oldest functions  
B. Closer to customers  
C. The only income generating functions  
D. None of this

**Q.1 (b) Define following terms. 04**

1. Relationship selling
2. Regression analysis
3. Sales quota
4. Sales forecasting

**Q.1 (c) Write notes on AIDA'S theory of selling. 04****Q.2 (a) List and explain the major quantitative and qualitative methods of Sales Forecasting with advantages and disadvantages of each method. 07**

(b) Suggest sales strategy for a hotel operating in your city. Make suitable assumptions, if needed. **07**

**OR**

(b) Define Sales Management and explain emerging trends in it. **07**

**Q.3** (a) Explain the process of designing sales territories with a relevant example. **07**

(b) "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**

**OR**

**Q.3** (a) What is personal selling? Explain the process of personal selling in detail. **07**

(b) "An efficient Channel Information System is critical for the overall success of distribution management function." – Explain with necessary justifications. **07**

**Q.4** (a) Why are distribution channels required? Explain in detail the different kinds of channel partners. **07**

(b) What are the factors you would consider for planning a warehouse for fruits and vegetables? **07**

**OR**

**Q.4** (a) What are the functions of wholesaler? What is the expectation of company from its distributors and how do the distributors discharge these responsibilities? **07**

(b) What are the major focus areas of logistics and SCM? **07**

**Q.5** When the pressure became intense he thought of quitting his job and starting a small business of his own so that he can at least take proper care of his family. **14**

As he was brooding over these thoughts his General Manager called up from Bangalore. Tomorrow he should reach Mumbai early morning for an urgent meeting with a client who was planning to come up with 300 ATMs in the coming financial year. But he had already committed to his son that he will be accompanying him for his annual skating championship final at the school. As he left for the day it seemed that he would be no more able to take the pressure.

1. Evaluate the nature of job that Ravi is doing at present. Why sales jobs are high pressure jobs?

2. Do you think Ravi is motivated to do his sales job? Why? Suggest some strategies for helping him cope up with his present dilemma.

**OR**

**Q.5** India tour to study the Sales & Distribution system. He is currently in Delhi and is faced with some problems. Delhi is an important market for Ras Beverages but the sales for the region has been on a constant decline since the last 2 years. The market has four sales representatives with each one handling different sub-markets and stockist. All four of them were reporting to one Territory Sales Manager. From the market visit, Subir found discrepancies in allocation of selling effort; demotivated sales force, conflict with stockists over division of territory and improper market coverage. If you were Aryaman Singh, what would be your recommendation and solution in the form of Sales & Distribution Strategy for Ras Beverages Delhi Market? **14**

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