

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA – SEMESTER 3 – EXAMINATION – WINTER 2018**

**Subject Code: 3539213****Date: 11/12/2018****Subject Name: Sales and Distribution Management (SDM)****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.

<b>Q. No.</b>		<b>Marks</b>
<b>Q.1</b>	Explain the following term in brief (a) Sales Management (b) Market Potential (c) Distribution Management (d) List the Steps followed in Top-down Approach (e) Sales Territories (f) Executive judgment Method (g) Percentage of sales Method	<b>14</b>
<b>Q.2</b>	(a) Describe the different qualities of sales persons engaged in personal selling. (b) Describe the criteria to be checked before Assigning Salespeople to Territories?	<b>07</b> <b>07</b>
<b>OR</b>		
	(b) Explain the Industrial Procurement / Purchase process?	<b>07</b>
<b>Q.3</b>	(a) Explain the sales budget process in brief? (b) What are the main roles of the sales force?	<b>07</b> <b>07</b>
<b>OR</b>		
<b>Q.3</b>	(a) Describe the various Methods for Setting Sales Quotas. (b) Explain the criteria for evaluating Channel system.	<b>07</b> <b>07</b>
<b>Q.4</b>	(a) Define Logistics and explain the Scope of Logistics. (b) What are the steps to be taken to decide a proper distribution strategy?	<b>07</b> <b>07</b>
<b>OR</b>		
<b>Q.4</b>	(a) Discuss the role of distribution management in marketing mix? (b) Describe the various Functions of Wholesalers.	<b>07</b> <b>07</b>

**Q.5****CASE STUDY:** [www.FirstRanker.com](http://www.FirstRanker.com) [www.FirstRanker.com](http://www.FirstRanker.com)

Dr. Reddy's Laboratories Ltd., is a famous pharmaceutical company in India, with a large trained sales force. To become number one pharmaceutical company in India, they have decided to focus on their distribution channels.

- (a) What are the criteria of channel performance they should look for? **07**
- (b) How does a company decide on the number of intermediaries required in its channel network? **07**

**OR****Q.5**

- (a) What should be the distribution strategies they should design to have larger market share? **07**
- (b) Under what circumstances is it worthwhile for a company to own its distribution channels? **07**

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