

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA – SEMESTER – 03 • EXAMINATION – WINTER 2015**

**Subject Code:830103**

**Date: 07/12/2015**

**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.

- Q.1** (a) What is Sales Management? What is the Role and Skills of Sales Manager? **07**  
(b) Explain AIDA Theory of Personal Selling. **07**
- Q.2** (a) What is Personal Selling? Explain the Personal Selling Process? **07**  
(b) Describe various Internal and External Sources of Recruitment utilized by the Sales Managers. **07**
- OR**
- (b) What is Sales Presentation? Elaborate on various methods of Sales Presentation. **07**
- Q.3** (a) What is a Sales Budget? Explain the process of setting Sales Budget. **07**  
(b) What is Sales Forecasting? Explain the Types of Quantitative Methods of Sales Forecasting? **07**
- OR**
- Q.3** (a) Explain Sales Quotas? What are the various Types of Sales Quota? **07**  
(b) Define Distributor? Explain the key tasks and imitations of a Distributor? **07**
- Q.4** (a) Define Inventory Management & what are the various Categories of Inventory Management? **07**  
(b) Briefly explain the meaning of 'Sales Territory'. Describe the steps involved in Designing Sales Territories. **07**
- OR**
- Q.4** (a) Explain & Differentiate Logistics Management & Supply Chain Management? **07**  
(b) Discuss the relative Advantages and Disadvantages of any Three Modes of Transportation. **07**
- Q.5** (a) Explain factors affecting the selection of Channel Members. **07**  
(b) Explain Routing, Scheduling and Time Management Activities in brief. **07**
- OR**
- Q.5** (a) What are the functions of a Retailer? Explain the latest trends in Retailing in India? **07**  
(b) What are the Distribution Channel options available for various companies to sell its products internationally? **07**

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