

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.

Q. No.		Marks
Q.1	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	14
Q.2	(a) Describe the different qualities of sales persons engaged in personal selling. (b) Describe the criteria to be checked before Assigning Salespeople to Territories?	07 07
OR		
	(b) Explain the Industrial Procurement / Purchase process?	07
Q.3	(a) Explain the sales budget process in brief? (b) What are the main roles of the sales force?	07 07
OR		
Q.3	(a) Describe the various Methods for Setting Sales Quotas. (b) Explain the criteria for evaluating Channel system.	07 07
Q.4	(a) Define Logistics and explain the Scope of Logistics. (b) What are the steps to be taken to decide a proper distribution strategy?	07 07
OR		
Q.4	(a) Discuss the role of distribution management in marketing mix? (b) Describe the various Functions of Wholesalers.	07 07

Q.5

CASE STUDY: www.FirstRanker.com 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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