

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

M.B.A. Sem. – III - Examination –June- 2011

Subject code: 830103

Subject Name : Sales & Distribution Management

Date:14/06/2011

Time: 02.30 pm – 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) What is sales management? What is the role and skills of sales manager? **07**
(b) What are the emerging trends in sales management? **07**

- Q.2** (a) What is personal selling? Explain the personal selling process? **07**
(b) Define sales territory? What major factors do organizations consider while designing sales territories? **07**

OR

- (b) Explain sales quota & its objectives? What are the various types of sales quota? **07**

- Q.3** (a) Describe the qualities required to be an effective sales executive and identify the need for sales force? **07**
(b) Design an advertisement for recruitment of sales force? **07**

OR

- Q.3** (a) What is sales audit? Why is controlling and motivation essential for sales force? **07**

- (b) **CASE STUDY:** **07**

A martin Inc, based at Chicago in the state of Illinois, was distributing an extensive line of business office products, such as office stationary, which included grades of paper, envelopes, ribbons, staplers and other accessories. The company was distributing this in a wide area with adequate no. of salesmen to look after the territory. The company felt that to make the training effective, it was essential to emphasize on, A-C-M-E-E (Aim, Content, Methods, Execution & Evaluation).

The various types of training imparted by the company was in the form of lectures, personal conferences, demonstrations etc. To train the salesman of the company, the chairman proposed the method of centralized training through the district manager of the company. This was to provide better quality training by giving uniform and identical, training. Centralized training will also hold higher prestige in the minds of salesmen. By centralized training at headquarters, better facilities can be provided to the trainees. Before the programme was implemented, suggestions came from other executives who suggested decentralized training in various territories which would be more realistic.

Briefly Explain:

- a). Which other methods of training were possible?
- b). Which method of training was more realistic & why?

- Q.4 (a)** Explain distribution channels strategy? **07**
(b) Which are the channels of distribution? Explain. **07**
OR
- Q.4 (a)** What are the functions of a retailer? Explain the latest trends in retailing in India? **07**
(b) Define wholesaler? Explain the key tasks and imitations of a wholesaler? **07**
- Q.5 (a)** What is logistics management & supply chain management? **07**
(b) Define inventory management & what are the various categories of inventory management? **07**
OR
- Q.5 (a)** What is warehouse? What are its advantages & classifications? Also state the advantages of public warehouse? **07**
(b) What are the different modes of transportation? What considerations weigh in the selection of particular mode of transportation? **07**
