Seat No.: _____ Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER–III • EXAMINATION – SUMMER 2013

Subject Code: 2830103 **Date: 03-06-2013**

Subject Name: Sales and Distribution Management

Time: 14:30 pm – 17:30 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)**	Explain AIDAS Theory of Selling.	**07**
	(b)	Explain various Qualitative Methods/Techniques of Sales Forecasting.	**07**
Q.2	**(a)**	Define Prospect. Explain various methods of prospecting for selling an Insurance Policy.	**07**
	(b)	Explain the various reasons for setting up or revising sales territories	**07**
		OR	
	(b)	What is Sales Quota? Why quotas are used in the management of sales force? What type of quota do you recommend for Selling Automobiles in the Indian Market?	**07**
Q.3	**(a)**	What is Sales Budget? What are the purposes of the Sales Budget?	**07**
	(b)	What are the types of Sales Organization Structures? Explain the advantages and disadvantages of Line and Staff Organization.	**07**
		OR	
Q.3	**(a)**	Define Routing and Scheduling. Explain common routing patterns with its importance.	**07**
	(b)	Explain the various Sales Closing techniques with examples.	**07**
Q.4	**(a)**	Explain the characteristics of the below mentioned types of retailers with suitable examples: 1. Specialty Store 2. Department Store 3. Shopping Mall 4. Convenience Store 5. Discount Store 6. Factory Outlet 7. Kiosks	**07**
	(b)	What are the steps to be taken to resolve channel conflicts?	**07**
		OR	
Q.4	**(a)**	Explain the various channel levels with examples.	**07**
Q.4	**(b)**	Explain various channel partners that can be grouped into three channel systems.	**07**
Q.5	**(a)**	What are the various reasons for carrying inventory? Explain inventory performance measures.	**07**
	(b)	Explain the various internal and external parameters used for measuring the performance of logistics or supply chain function.	**07**
		OR	
Q.5	**(a)**	Discuss briefly the various elements of a channel information system.	**07**
	(b)	Mention various factors to be borne in mind while choosing the market to enter in international market. Explain the various types of distribution channels used in international markets.	**07**

****