Seat No.:	Enrolment No.
Deat 110	Emonnent 110.

## **GUJARAT TECHNOLOGICAL UNIVERSITY**

MBA - SEMESTER-III • EXAMINATION – SUMMER • 2015

Date: 05-06-2015

Subject Code: 2830103

<b>Subject Name: Sales and Distribution Management (SDM)</b>			
Time	: 14	:30 pm – 17:30 pm Total Marks	: 70
Instru	ction	s:	
	2.	Attempt all questions.  Make suitable assumptions wherever necessary.  Figures to the right indicate full marks.	
Q.1	(a)	decisions? As a salesperson why it becomes necessary for you to understand the various buying situations for the business buyers.	07
	<b>(b)</b>	Support your answer with necessary examples. "Distribution Channel Strategy is the part of the overall marketing strategy of any organization." – Explain. What are the various elements of the Distribution Channel Strategy?	07
Q.2	(a)	Explain any two of the various sales presentations methods – one suitable for individual buyers and the other suitable for business buyers.	07
	<b>(b)</b>	·	07
	<b>(b)</b>		07
Q.3	(a) (b)		07 07
		OR	
Q.3	(a)	1	07
	<b>(b)</b>	their performance evaluation." – Explain. What is the procedure for designing / revising Sales Territories to ensure the maximum coverage possible?	07
Q.4	(a)	"Sales Management and Distribution Management are two sides of the same coin." – Please justify the statement.	07
	<b>(b)</b>	•	07
Q.4	(a)	"Good personality and good communications skills are not the only requirement for being a successful salesperson." – Explain with justifications as to what else is necessary.	07
	<b>(b)</b>		07
Q.5	(a)	"An efficient Channel Information System is critical for the overall	07

- success of distribution management function." Explain with necessary justifications.
- (b) Define Logistics and explain key logistics activities performed by the 07 logistics partners.

## OR

- Q.5 (a) What are the major focus areas of logistics and SCM?
  - (b) What are the major channel policies an organization should ensure for 07 ensuring efficient channel management?

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