Seat No.:	Enrolment No.

## GUJARAT TECHNOLOGICAL UNIVERSITY M.B.A -III<sup>nd</sup> SEMESTER-EXAMINATION – MAY/JUNE- 2012

M.B.A -III<sup>nd</sup> SEMESTER-EXAMINATION – MAY/JUNE- 2012 Subject code: 2830103 Date: 02/06/2012

Subject Name: Sales and Distribution Management (SDM)			
	Time: 02:30 pm – 05:30 pm Total Marks		)
		uctions:	
	2.	Attempt all questions.  Make suitable assumptions wherever necessary.  Figures to the right indicate full marks.	
Q.1	(a) (b)		07 07
Q.2	(a) (b)		07 07
	<b>(b</b> )	Explain in brief different Sales Forecasting Methods.	07
Q.3	(a) (b)	• •	07 07
Q.3	(a)		07
	<b>(b</b> )	Classify Wholesalers and Discuss Functions of Wholesalers.	07
Q.4	(a)	State major Wholesaling decisions and Discuss briefly future of wholesaling in India	07
	<b>(b</b> )		07
Q.4	(a) (b)		07 07
Q.5	(a)	What are functions of Warehousing? Discuss factors to be considered for locating a distribution Warehouse.	07
	<b>(b</b> )		07
Q.5	(a) (b)		07 07

\*\*\*\*\*