Seat No.:	Enrolment No.

## **GUJARAT TECHNOLOGICAL UNIVERSITY**

M.B.A.- SEMESTER – III • EXAMINATION – WINTER 2012

Subject code: 830103 Date: 26-12-2012

Subject Name: Sales and Distribution Management (SDM)
Time: 10:30 am – 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.1	(a) (b)	Bing defied in sales management
Q.2	(a) (b)	Differentiate Transactional selling from Relationship 07 selling
	(b)	OR Explain methods used by companies for setting sales 07 quotas
Q.3	(a)	Mention the various sources used by companies for 07 recruiting salespeople.
	(b)	What is the importance of motivating sales force & why it of gets difficult for the sales manager to do.
Q.3	(a)	OR  How many types of Sales organizational structures are 07 there? Describe them.
	(b)	Explain briefly the steps involved in designing an effective of sales compensation plan.
Q.4	(a) (b)	What are the roles played by a distribution channels? 07 What are the channel formats possible & their 07 characteristics?
		OR
Q.4	(a)	Explain various types of Retailer & its characteristics. 07
Q.4	(b)	Give overview of different types of distribution channels. 07
Q.5	(a)	Define logistics, its scope and key activities conducted. 07
	(b)	which are the common factors companies look while 07 deciding their inventory strategy?
Q.5	(a)	What are the objectives, functions and different categories 07 of inventory management?
	(b)	Discuss the key tasks of wholesalers they executes while 07 discharging their responsibilities, & What are their drawbacks