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GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER-III • EXAMINATION – WINTER 2013

Subject Code: 2830103 Date: 21-12-2013			
_		Name: Sales and Distribution Management (SDM)	
		:30 pm – 17:30 pm Total Marks:	: 70
Instru		s: Attempt all questions.	
	2.	Make suitable assumptions wherever necessary. Figures to the right indicate full marks.	
Q.1	(a)	How would you explain Diversity of Personal-Selling Situations? Give examples to support your answer.	07
	(b)	How do you use Regression Analysis for Sales Forecasting? What is Poll of Sales force Opinion?	07
Q.2	(a)	Discuss the Recruitment & Selection process of Sales Personnel with the help of a relevant example. What are the sources of Recruitment & Selection within & outside the company? Which is better?	07
	(b)	± ₹ ",	07
	(b)	In what situations should a company go for direct sales force? What are the advantages and disadvantages?	07
Q.3	(a)	Discuss the steps of the personal selling process? If you were to advice a salesperson selling a garlic scented perfume, what suggestions would want give him in respect of handling chications?	07
	(b)	you give him in respect of handling objections? What are the different ways in which sales forecasting can be undertaken? Which one is popular and why? Give suitable examples. OR	07
Q.3	(a)	Explain the workload approach of territory planning. What are the situations in which you would recommend workload based territory planning?	07
	(b)	What is the importance of sales force motivation in Indian organizations? Explain using suitable examples.	07
Q.4	(a) (b)	Describe in detail the quantitative methods of sales forecasting. What are the various methods of determining Sales Quota? Why do Quotas based on judgment of the Sales Force need Moderation? OR	07 07
Q.4	(a)	Why should a sales manager evaluate the salespeople? Why? How?	07
	(b)	Give suitable examples. The potential to influence channel partners may be traced to various sources of power. Briefly discuss the various sources of power.	07
Q.5	(a)	What are the major reasons of channel conflicts? Explain the techniques of handling channel conflicts.	07
	(b)	Discuss important issues in channel design? Use the service output demand (SOD) framework for a marketing channel selling a product of your choice and explain how it can be used for modification of a channel design	07

- Q.5 (a) Aryaman Singh, a Management Trainee at Ras Beverages is on an all-India tour to study the Sales & Distribution system. He is currently in Delhi and is faced with some problems. Delhi is an important market for Ras Beverages but the sales for the region has been on a constant decline since the last 2 years. The market has four sales representatives with each one handling different sub-markets and stockist. All four of them were reporting to one Territory Sales Manager. From the market visit, Subir found discrepancies in allocation of selling effort; demotivated sales force, conflict with stockists over division of territory and improper market coverage. If you were Aryaman Singh, what would be your recommendation and solution in the form of Sales & Distribution Strategy for Ras Beverages Delhi Market?
 - (b) Write a short note on the emerging trends in the retailing industry in 07 India?
