

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER –III-EXAMINATION – WINTER-2022

Subject Code: 4539213

Date:01/02/2023

Subject Name: Sales and Distribution Management

Time:10:30 AM to 1:30 PM

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

- Q.1 (a)** Give definition of following terms: **14**
1. Sales Management
 2. Sales Territory
 3. Sales Quota
 4. Retailer
 5. Channel Information System
 6. Logistics Management
 7. Sales Audit
- Q.2 (a)** What is personal selling? Explain personal selling process with respect to life insurance. **07**
- (b)** What is a sales budget? Explain the process of setting sales budget. **07**
- OR**
- (b)** What is the meaning of “Approach” and “Pre-approach”? Prepare a checklist for pre-approach and also discuss various approach techniques. **07**
- Q.3 (a)** Discuss the various types of compensation plans used for compensating salespeople. According to you, which plan will be suitable for compensating a medical representative. Justify your answer. **07**
- (b)** What is sales analysis? Explain how it can be used for evaluating the effectiveness of a sales organization. **07**
- OR**
- Q.3 (a)** What are the methods used to determine optimum size of the sales force? Do you think the type of sales organization structure affect sales force size? **07**
- (b)** Explain various qualitative and quantitative sales forecasting methods. **07**

- Q.4 (a) What are various functions of warehousing? Also discuss factors to be considered for locating a distribution warehouse. 07
- (b) What are the different modes of transportation? What considerations weigh in the selection of particular mode of transportation. 07

OR

- Q.4 (a) What is logistic management? Discuss the objective and scope of logistic management. 07
- (b) What is channel conflict? Explain the various techniques of handling channel conflict. 07

Q.5 Mr. V, a postgraduate with MBA Marketing specialization is working in XYZ Engineering company for last 18 years. Recently he got promoted as Regional manager from Area sales manager. He also got transferred from western region to eastern region. The vice president (sales) informed him that he was transferred to eastern region because the eastern region is not doing well in terms of sales and profit. His main task is to manage 18 sales engineer and helps to increase the sales volume and net profit quotas. Also, there are various channel conflicts between their major dealers. As Ashok is totally new to the eastern region, industrial customers of eastern region and the sales team, he has to think all over again. The sales engineers were getting straight salary as well as house rent allowance and medical insurance. Besides this they are not getting any other types of payments. After reaching to the eastern region, he found that sales engineers are not following the system, their allocated route and schedule also market was not adequately covered. Majority of the salespeople spent time in travelling rather than selling activities. After discussion with all sales engineers, he found that sales engineers are not motivated, not adequate freedom of operations and recognition for their orders.

- (a) Do you think the compensation offered to sales engineers are adequate? If not, what are the various compensation Mr. V can offer to sales engineers. 07
- (b) Which types of steps Mr. V can take to increase the sales volume and profit margin? 07

OR

- Q.5 (a) How the channel conflict between various dealers can be solved 07
- (b) Sales audit will be more helpful in the present situation. Express your views on this. 07
