

GUJARAT TECHNOLOGICAL UNIVERSITY**M.B.A -IIIrd 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: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1** (a) What is Sales Budget? What are the Purpose of Sales Budget? **07**
(b) What are Sales Quotas? Why it is important to set up Sales Quotas? **07**
- Q.2** (a) Discuss different emerging trends in Sales Management. **07**
(b) Explain different distribution Channel members with their characteristics. **07**
- OR**
- (b) Explain in brief different Sales Forecasting Methods. **07**
- Q.3** (a) Describe the Channel systems with examples **07**
(b) What is retailing? Explain different types of retailers with example. **07**
- OR**
- Q.3** (a) What is Electronic Retailing? Discuss advantages and Disadvantages of Electronic Retailing. **07**
(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) Explain in detail distribution objectives of FMCG company and also state key performance indicators for evaluating distribution strategy **07**
- OR**
- Q.4** (a) Explain some factors in choosing international market for Sales. **07**
(b) What is logistics Management? Define its scope and objectives. **07**
- Q.5** (a) What are functions of Warehousing? Discuss factors to be considered for locating a distribution Warehouse. **07**
(b) Explain in detail different roles of retailers. **07**
- OR**
- Q.5** (a) Explain different types of Sales Quotas. **07**
(b) Are intermediaries necessary? Explain functions of intermediaries. **07**
