

GUJARAT TECHNOLOGICAL UNIVERSITY**MBA - SEMESTER-III • EXAMINATION – WINTER 2013****Subject Code: 2830103****Date: 21-12-2013****Subject Name: Sales and Distribution Management (SDM)****Time: 14:30 pm – 17:30 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) How would you explain Diversity of Personal-Selling Situations? Give 07 examples to support your answer.

(b) How do you use Regression Analysis for Sales Forecasting? What is 07 Poll of Sales force Opinion?

Q.2 (a) Discuss the Recruitment & Selection process of Sales Personnel with 07 the help of a relevant example. What are the sources of Recruitment & Selection within & outside the company? Which is better?

(b) How is sales management seen in the 21st century? Explain how 07 relationship selling is different from transaction-oriented selling?

OR

(b) In what situations should a company go for direct sales force? What 07 are the advantages and disadvantages?

Q.3 (a) Discuss the steps of the personal selling process? If you were to advice 07 a salesperson selling a garlic scented perfume, what suggestions would you give him in respect of handling objections?

(b) What are the different ways in which sales forecasting can be 07 undertaken? Which one is popular and why? Give suitable examples.

OR

Q.3 (a) Explain the workload approach of territory planning. What are the 07 situations in which you would recommend workload based territory planning?

(b) What is the importance of sales force motivation in Indian 07 organizations? Explain using suitable examples.

Q.4 (a) Describe in detail the quantitative methods of sales forecasting. 07

(b) What are the various methods of determining Sales Quota? Why do 07 Quotas based on judgment of the Sales Force need Moderation?

OR

Q.4 (a) Why should a sales manager evaluate the salespeople? Why? How? 07 Give suitable examples.

(b) The potential to influence channel partners may be traced to various 07 sources of power. Briefly discuss the various sources of power.

Q.5 (a) What are the major reasons of channel conflicts? Explain the 07 techniques of handling channel conflicts.

(b) Discuss important issues in channel design? Use the service output 07 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.

OR

- 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? **07**
- (b)** Write a short note on the emerging trends in the retailing industry in India? **07**
