

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA - SEMESTER-III • EXAMINATION – SUMMER • 2014

Subject Code: 2830103

Date: 03-06-2014

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)** What are the different types of sales positions? Give examples of creative selling positions? **07**
- (b)** Discuss the methods used for handling and overcoming sales objections. **07**
- Q.2 (a)** What are the pros and cons of forecasting methods like Delphi, regression, survey of buyer's intentions, and executive opinion? **07**
- (b)** If you are appointed as a sales trainer for a FMCG organization with 150 salespeople, how would you design and execute their sales training programme? **07**
- OR**
- (b)** Discuss the procedure of designing sales territories? **07**
- Q.3 (a)** Discuss the different methods to determine the size of the sales force. What are the advantages of the workload method? **07**
- (b)** "If you pay well to a sales person, you will have him well motivated". Comment **07**
- OR**
- Q.3 (a)** What are the different types of compensation plans? Which industries are suited to a straight-commission plan? Why? **07**
- (b)** Design a suitable sales quota plan for an organization which wants to control its sales force performance on both selling and non-selling activities. **07**
- Q.4 (a)** Can you visualize large organized retail chains as distributor for FMCG companies? How? **07**
- (b)** What is the purpose of sales organization? How does a setting up of a sales organization take place? List the advantages & disadvantages of functional sales organization. **07**
- OR**
- Q.4 (a)** Write a short note on the emerging trends in the Indian retailing industry? **07**
- (b)** List channel flows with a brief explanation of each of them. **07**
- Q.5 (a)** The potential to influence channel partners may be traced to various sources of power. Briefly discuss the various sources of power. **07**
- (b)** What is SCM? How it is different from Marketing Logistics? What is the impact of IT on Physical Distribution? **07**
- OR**
- Q.5 (a)** What is Channel Design? How do you carry out Segmentation, Positioning and Targeting in Channel Design? **07**
- (b)** You have taken charge of a loss-making Indian consumer durables company (refrigerators and air conditioners). Only 5 years back, your company was among the top 3 players but currently it is not even in the top 10. Your dealers have deserted you and have joined hands with your competitors. Your Sales force is 50% less in size compared to 3 years back. In a research survey, you are ranked at the bottom by consumers in terms of availability and convenience. You are currently faced with the responsibility of revamping the brand image of the company through a new sales & distribution Strategy. How would you go about it? **07**
