

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER 03 – EXAMINATION – SUMMER 2017

Subject Code: 2830103

Date: 12/05/2017

Subject Name: Sales & Distribution Management

Time: 02.30 PM TO 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.

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|----------------|--|-----------|
| Q. No. | | 06 |
| Q.1 (a) | A salesperson standing behind the counter in a retail shop is an example of
1. A. Delivery salesperson B. Order taker
C. Sales Support D. Creative Selling
In the AIDA model of sales process, I stands for
2. A. Intention B. Interest
C. Investigation D. Intensity
Sales organization in which each type of product gets attention from territory managers is known as :
3. A. Functional Sales organisation B. Geographic Sales organisation
C. Product Sales organisation D. Market Sales organisation
In a marketing channel, which entity has both backward and forward flows?
4. A. Good and Services B. Payment for Goods
C. Returns D. Information
C & F agent in distribution management stands for
5. A. Cost and Finance B. Carrying and Finance
C. Carrying and Forwarding D. Costing and Forwarding
In RFID, a ____ contains data like the serial number of an item or component
6. A. Tag B. Label
C. Attachment D. Enclosure | 04 |
| Q.1 (b) | 1. What is 'missionary selling'?
2. What is a sales territory?
3. What is a horizontal marketing system?
4. Define : Reverse Logistics | 04 |
| Q.1 (c) | What is E-tailing? Discuss some of the issues related to online retailing in India. | 04 |
| Q.2 (a) | List and explain the major quantitative and qualitative methods of Sales Forecasting with advantages and disadvantages of each method | 07 |
| (b) | You have been recently appointed as the Branch Manager for Gujarat of Voltjump brand of Electronic Chokes for all kinds of lighting applications like tube lights, streetlights, floodlights, industrial and office lights. You have a sales team of 10 people working under you. Which sales organization specialization you will choose for your company? Why? | 07 |

OR

- (b) You are working as a sales executive with Zenstar Limited in their lighting division at Vadodara, taking care of the Gujarat Region. You have two dealers in Vadodara for your entire range of products. The problem is that they keep fighting with each other for every major order that your company gets in and around Vadodara. How will you manage their conflict? Suggest some measures to eliminate and reduce the conflict among your channel members **07**
- Q.3** (a) Explain the process of designing sales territories with a relevant example **07**
(b) Imagination Book is a new book store idea. The owner Anant Suri, who is an MBA from the UK, wants to create an online bookstore in India. What are the factors that he has to consider to decide on this idea? Should he go for an online store or should he establish a chain of physical retail stores? Can you help him take a decision with valid reasons based on theory? **07**
- OR**
- Q.3** (a) Discuss some of the emerging trends in selling with a focus on ethical and relationship selling **07**
(b) Smoothedge is a company making razor blades. They want to enter the market in South Gujarat and Western Maharashtra. Jayesh Shah, their marketing manager has appointed you as a consultant for its channel strategy. Help Jayesh in designing an excellent channel system for his company. **07**
- Q.4** (a) Define Logistics. Discuss with relevant examples the scope and components of Logistics. **07**
(b) List and explain the concepts of Vertical, Horizontal and Multichannel marketing systems with relevant examples of each type of marketing system. **07**
- OR**
- Q.4** (a) Discuss the dynamics of distribution management in International markets with relevant examples to support your answer **07**
(b) You are working as a transportation manager with a reputed logistics firm. Due to rising costs, your company has asked to reevaluate and compare its various transportation modes for serving its clients. With this task in mind, prepare a comparison chart of various modes of transportation with advantages and disadvantages of each mode separately **07**

Q.5

Abhijeet was still at his desk at 8 pm trying to tie up some loose ends with the hope that tomorrow might be a more productive day for him. Abhijeet is the Regional Sale Manager in the Cooling Appliances Company. They are manufacturers of cooling appliances for household and industry needs. Abhijeet has been working in this company for the last ten years. He had joined as a Management Trainee from the campus ten years back and had risen through the ranks to become a manager of one of the regions. It is a middle management level position. His job paid him well and he had a good name as a tough and competitive sales person in the industry. He had to manage multiple roles – Working with his own production department, dispatch, his subordinates, distributors, important customers and resolving their conflicts made his job stressful. On the top of all this he had to achieve his sales targets with no compromises and excuses.

Of late since last one month he has been working hard to take the organization to a new level of market confidence. He has been attacking the customers of competitors with very low prices specifically to gain a large market share. His job involved travelling twenty days a month and due to this he was having some problems at his home front. His kid seven years of age was unable to adjust to his long absence from his home and was not keeping well. Though his wife was supportive, sometimes he used to feel that he is not doing enough justice to his family in the sheer work pressure of his job. Sometimes this took his toll on his health and he was not well for a couple of days – complaining of headache and high blood pressure.

Q.5

When the pressure became intense he thought of quitting his job and starting a small business of his own so that he can at least take proper care of his family. As he was brooding over these thoughts his General Manager called up from Bangalore. Tomorrow he should reach Mumbai early morning for an urgent meeting with a client who was planning to come up with 300 ATMs in the coming financial year. But he had already committed to his son that he will be accompanying him for his annual skating championship final at the school. As he left for the day it seemed that he would be no more able to take the pressure.

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1. Evaluate the nature of job that Ravi is doing at present. Why sales jobs are high pressure jobs? (7)
2. Do you think Ravi is motivated to do his sales job? Why? Suggest some strategies for helping him cope up with his present dilemma. (7)

OR

Q.5

Greenland Paper company is located in an agricultural belt about 300 kilometers from a metro city. It makes writing and printing paper. Its primary raw material is wheat straw. Last year, the company had a turnover of Rs. 200 crores on a volume of 54,000 tons of paper. While preparing the business plan for the current year, the top management was concerned with the following distribution issue which they want 'you' to help them resolve:

The paper industry is dominated by selling agents who bring the manufacturer like Greenland and the buyers like printing/publishing companies, note book makers etc. together. The manufacturer sells the paper to the end user customer on the advice of the selling agent. The agents make a commission of about 2 percent on all transactions.

Some relevant points in this business are :

1. Greenland depends on about 110 agents to canvass business for it from the users
2. The company also sells about 23 percent of its paper directly to some government organizations
3. The agent arranges for the buyer to pay the company for its product by advance demand draft. It is expected that the agent provides the credit support to the buyer.
4. Agents are not exclusive for Greenland and work for other paper mills

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as well. They play various tricks with all these paper mills. They have a grip on the business and are reluctant to put the mill directly in touch with the buyers

A company needs to know its customers base and their yearly requirements in order to decide the price, plan quantities and the profitability. If Greenland does not know who is buying the products, which variety and in what quantity, how can they plan for their sales and profitability?

1. How can you help Greenland to become less dependent on sales agents and plan its sales and profitability better (7)
2. How can the company plan their customer service efforts (7)
