

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA – SEMESTER 03 – EXAMINATION – SUMMER 2018

Subject Code: 2830103

Date: 05/05/2018

Subject Name: Sales and 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.

Q.1 (a) Answer the following Multiple Choice Questions

06

1. The distance between the production point of a product and its consumption point is known as _____ discrepancy.
A. Temporal B. Location
C. Mileage D. Spatial
2. _____ is a major consideration for a company to handle the distribution function by itself.
A. Experience B. Cost
C. Competence D. Confidence
3. _____ is the process of converting products made in large quantities to small lot sizes suitable for customers.
A. Aggregation B. Breaking Up
C. Breaking Bulk D. Re-packing
4. _____ distribution ensures that a product is available in a large number of outlets.
A. Regular B. Intensive
C. Consistent D. Daily
5. A corporate VMS is a system in which successive stages of production and _____ are handled by the same entity.
A. Distribution B. Marketing
C. Branding D. Selling
6. A multi level marketing system uses two or more marketing channels to reach _____ customer segments.
A. Different B. Many
C. Similar D. Convenient

Q.1 (b) Briefly Explain Following Terms;

04

1. AIDAS
2. List out steps of Personal Selling Process
3. Draw a chart of Functional Sales Organization
4. Sales Position

Q.1 (c) Write a short note on Relationship Selling.

04

Q.2 (a) List and explain any three theories of personal selling with relevant examples of each theory.

07

(b) What are the risks involved in International Sales and Distribution?

07

OR

- (b) List and explain the various strategies used for making a sales presentation. 07
- Q.3 (a) Explain the procedure of designing sales territories with a relevant example. 07
- (b) Explain the different types of 'Sales forecasting' approaches? 07
- OR**
- Q.3 (a) List and explain some of the elements of a channel information system. 07
- (b) What are the advantages and disadvantages of routing? Explain the procedure of setting up a routing plan with suitable examples. 07
- Q.4 (a) What are the Channel Conflicts? Enumerate various methods of resolving Channel Conflicts. 07
- (b) Describe five discrepancies that the channel member take care of? 07
- OR**
- Q.4 (a) What are the major functions of a warehouse? How is warehousing related to inventory decisions? 07
- (b) Explain briefly various elements of a Channel Information System. 07
- Q.5 **Case Study:** 14

A Martin Inc, based at Chicago in the state of Illinois, was distributing an extensive line of business office products, such as office stationary, which included grades of paper, envelopes, ribbons, staplers and other accessories. The company was distributing this in a wide area with adequate no. of salesmen to look after the territory. The company felt that to make the training effective, it was essential to emphasize on, A-C-M-E-E (Aim, Content, Methods, Execution & Evaluation). The various types of training imparted by the company was in the form of lectures, personal conferences, demonstrations etc. To train the salesman of the company, the chairman proposed the method of centralized training through the district manager of the company. This was to provide better quality training by giving uniform and identical, training. Centralized training will also hold higher prestige in the minds of salesmen. By centralized training at headquarters, better facilities can be provided to the trainees. Before the programme was implemented, suggestions came from other executives who suggested decentralized training in various territories which would be more realistic.

Briefly Explain:

- a). Which other methods of training were possible?
- b). Which method of training was more realistic & why?

- OR**
- Q.5 **Case Study:** 14

Snow White Paper Company is located in an agricultural belt about 300 kilometers from a metro city. The company is into hiring and printing paper. Its primary raw material is wheat straw. Last year the company had a turnover of Rs.134 corers on a volume of 45,000 tons of paper. While preparing the business plan for the current year, the top management was concerned with the following distribution issue that they want to help resolve:

PROBLEM: FINISHED GOODS DISTRIBUTION

The paper industry is dominated by selling agents who bring the manufacturer like Snow White and the buyer like printing / publishing companies and note book makers, together. They make a commission of about 2% on all transactions. Some other points. Snow White depends on about 10 agents to canvass business for it from the users. The company sells 23% of its paper directly to some government organizations. The agent arranges for the buyer to pay the company for its produce by advance demand draft. It is expected that the agent provides the credit support to the buyer. Agents are not exclusive for Snow White and work for other paper mills also and not normally play the mills against each other. They have a grip on the business and are reluctant to put the mill directly in touch with the buyers. There is always an uncertainty on the orders and the price, which would be obtained on the orders – the company cannot plan its profit properly nor offer the best price to the end users so that they always ask for Snow White.

Questions:

- a) How can you help Snow White less dependent on the selling agents – use a “Channel business model”.
- b) How can they plan their customer service efforts?
