

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER 3– • EXAMINATION – WINTER 2015

Subject Code: 2830103

Date: 07/12/2015

Subject Name: Sales and Distribution Management (SDM)

Time: 10.30 AM TO 01.30 PM

Total Marks: 70

Instructions:

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

6

Q.1 (a)

Buying situations for business or industrial buyers are new purchase, modified rebuy, & one of the following

1.

A. Routine purchase	B. Straight rebuy
C. Limited purchase	D. Extensive purchase

The legend for FAB approach consists of features, advantages, and one of the following

2.

A. betterment	B. basics
C. bargaining	D. benefits

Motivation is originally derived from

3.

A. Persian word	B. French word
C. Latin word	D. Sanskrit word

A channel partner who stocks and sells a company's products without buying them is known

4.

A. distributor	B. transporter
C. wholesaler	D. C&FA

Logistics is the internal service provider for both production and

5.

A. purchase	B. marketing
C. commercial	D. distribution

Sales management has an important position in the organization because it is

6.

A. One of the oldest	B. Closer to customers
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functions

(b) Define following terms

1. Relationship selling, 2. T-Account close technique 3. Regression Analysis, 4. Expense quotas

(c) Describe five discrepancies that the channel members take care of ?

Q.2 (a) What are the different types of sales positions? Give examples of creative selling positions? **07**

(b) State various presentation methods used by a salesperson. As a Sales Professional which kinds of presentation method you will go for products like Vacuum cleaner and Insurance? **07**

	(b)	OR	07
		Define Sales Management and explain emerging trends in it.	
Q.3	(a)	What is Channel Design? How do you carry out Segmentations, Positioning and Targeting in Channel Design?	07
	(b)	What is Channel Conflict? Why do they arise?. Giving few examples explain its few types.	07
		OR	
Q.3	(a)	Which are the qualitative methods of sales forecasting, describe any one of it along with its advantages and disadvantages.	07
	(b)	Suggest sales strategies of the courier service company operating in the domestic market. Make suitable assumptions, if needed.	07
Q.4	(a)	Discuss briefly the modalities of various modes of transportation	07
	(b)	What modes of transportation would you use for a company manufacturing washing machines? Also give justifications of your recommendation.	07
		OR	
Q.4	(a)	What do you understand by logistic management? Define its scope & objectives and discuss the key decision areas.	07
	(b)	What are the factors you would consider for planning a warehouse for fruits and vegetables?	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		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?	14
