

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER (3) – EXAMINATION – SUMMER 2019

Subject Code: 3539213

Date: 10/05/2019

Subject Name: Sales and Distribution Management

Time: 2.30 pm TO 5.30 pm

Total Marks: 70

Instructions:

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

Q. No.	Question Text and Description	Marks
Q.1	Define the following terms. (a) Delphi Method of Forecasting (b) Personal Selling (c) Warehousing (d) International Selling (e) Sales Contests (f) Channel Conflict (g) Vendor Managed Inventory	14
Q.2	(a) What do you mean by Sales Management? What are the functions of a Sales Manager? Explain.	07
	(b) Discuss the changing role of personal selling. Highlight the usefulness of personal selling in selling pharmaceutical products to doctors	07
OR		
	(b) How would you handle these objections raised at the end of a sales presentation? (i) “Your product quality is not good” (ii) “Your price is not competitive” (iii) “You do not provide after sales service”	07
Q.3	(a) What are the basic components of a compensation package? Explain in brief mentioning the advantages and disadvantages of each component.	07
	(b) What are the factors to be considered while setting up a distribution channel in an international market? Explain with the help of any suitable example.	07
OR		
Q.3	(a) What is meant by performance appraisal? What are the different methods of appraising a sales person’s performance?	07
	(b) Suggest a suitable compensation scheme for travelling sales persons for a marketer of soaps in the entire country.	07
Q.4	(a) What do you understand by primary and secondary distribution channel partners? How are they different from each other?	07
	(b) You have been retained as a consultant to develop sales training programme to improve the productivity of middle-level sales managers of a company manufacturing personal-care products	07

like shampoos, creams and moisturizers etc. Describe the key features of the training programme devised by you.

OR

- Q.4** (a) Explain in detail the role and function of a wholesaler. How are they different from those of a retailer? **07**
- (b) Write a detailed note on Ethics in sales management, with reference to the various situations where ethical conflicts can be observed in a sales organization. **07**

Q.5 CASE STUDY:

Surgi-Safe Industries (SSI) at Okhla Industrial Estate, New Delhi is the first company among the few about to launch plastic disposable syringes in India. Apart from the traditional glass syringes, the company has only one competitor, “Doctors Choice”, which has been recently launched in Karnataka. SSI has been set up in collaboration with DispoFranc, a French Company, which is the market leader in Europe. This project could be realized only after the recent liberalization policy of the Government of India with respect to investment in the medical sector. Ashok Raina is the Indian promoter of SSI. The product, although well established in Europe, is new to the Indian market. The quality standards and technical expertise of DispoFranc are very high. Production in India, to begin with, is planned under the guidance and close supervision of DispoFranc. As each syringe is sterilized and packed in single blister pack with the latest technology, they offer complete safety to the user against any type of contamination. Moreover, the market price of SSI syringes is expected to be much lower than the traditional glass syringes and comparable to those of ‘Doctors Choice’.

The study of available and collected data for demand projections for the coming decade reveals the existence of large potential market. However Raina visualizes initial resistance to change from doctors and the general public.

Raina lists hospitals (both government and Private), nursing homes, maternity clinics, private dispensing doctors as well as individuals as potential users / customers. While preparing for a meeting of the Board of Directors, Raina’s mind is busy thinking about the potential problems that might crop up in this new business venture.

- (a) What should SSI do to overcome the initial resistance to change and develop a good market for the product? **07**
- (b) How would you monitor the performance of the SSI sales force? Mention some of the commonly used parameters to monitor sales force performance. **07**

OR

- Q.5** (a) What sort of a sales and distribution network should SSI set up in order to reach the different types of target buyers? **07**
- (b) How does a company such as SSI, launching an innovative product in the market, forecast the sales for its product? **07**
