

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA Semester –III Examination Dec. - 2011

Subject code: 830103

Date: 17/12/2011

Subject Name: Sales and Distribution Management (SDM)

Time: 10.30 am – 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.

- Q.1 (a)** Ashok Desai, a post graduate in MBA-Marketing was transferred from western region, where he worked as Area Sales Manager of CG Engineering Company, to eastern region as Regional Manager-Industries. He was told by the company's General Manager (Sales) that he was transferred from western region to eastern region to set things right, as eastern region was not performing well on sales and profits. Ashok's main responsibilities were to manage effectively 11 sales engineers and achieve the sales volume and net profit quotas. For Ashok not only the industrial customer's but also the sales engineers of eastern region were new. The sales engineers were compensated based on straight salary and perquisites like house rent allowance and medical reimbursement. There was no incentive scheme. The territory of eastern region consisted of states of West Bengal, Bihar, Assam and Orissa. Ashok felt that the sales engineers were not covering the market adequately and were not following any system of routing and scheduling. He also thought that salespeople were spending more time in travelling and less time in selling activities. After talking to sales engineers individually, he got an impression that most of them were not motivated, as they were not given adequate freedom of operations and recognition whenever they got good orders. **07**

If you were Ashok Desai, what would you do to achieve superior results in terms of sales and net profit as expected by the General Manager (Sales)?

- (b)** Briefly explain: **07**
(i) Sales Forecast (ii) Sales Budget (iii) Sales Quotas
What is the relationship between the three?

- Q.2 (a)** Discuss the relative advantages and disadvantages of any three modes of transportation. **07**
(b) Briefly explain the meaning of 'Sales Territory'. Describe the steps involved in designing sales territories. **07**

OR

- (b)** Explain any four sales presentation methods and how each method is matched to different sales situations. **07**

- Q.3 (a)** Discuss the major steps involved in the selection process of salespeople used by sales organizations. **07**
(b) What is Sales Analysis? Explain how it can be used for evaluating the effectiveness of a sales organization. **07**

OR

- Q.3 (a)** Describe briefly the decisions involved in the ACMEE method for planning a sales training program. **07**
- (b)** Discuss the basic types of compensation plans used for compensating salespeople. Which plan will be suitable for compensating an insurance agent? Justify. **07**
- Q.4 (a)** Define 'Wholesaler'. Explain the differences in operations of wholesalers and retailers. **07**
- (b)** Discuss the distribution channel options available to companies willing to sell its products in international markets. **07**
- OR**
- Q.4 (a)** Explain briefly :
(i) Electronic Retailing **07**
(ii) Vertical Marketing System.
- (b)** What is meant by Channel Information System? Explain any four elements of a channel information system. **07**
- Q.5 (a)** Discuss the functions performed by marketing channels. **07**
- (b)** What is Channel conflict? Explain the major reasons for conflict between channel partners. **07**
- OR**
- Q.5 (a)** Shakti Masala is a market leader in spices in North India and is planning to launch its 'Swad' brand of spices in Western India. Design a marketing channel for it specifying the channel intermediaries, channel levels, and the distribution intensity. Justify your recommendations. **07**
- (b)** Explain any two theories of personal selling **07**
