

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER –III-EXAMINATION – SUMMER-2022

Subject Code: 4539213**Date: 18-07-2022****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** Define the following terms. **14**
- (a) Prospecting
 - (b) Delphi Method
 - (c) Build-up Method
 - (d) Hybrid Channel
 - (e) Salesforce Audit
 - (f) Wholesaling
 - (g) Franchising
- Q.2** (a) What is Sales Management? Discuss how relationship selling is different than transaction-oriented selling? **07**
- (b) Define Marketing Channels? What are the major functions performed by the marketing channels? **07**
- OR**
- (b) What is channel conflict? Discuss some of the major reasons for channel conflict **07**
- Q.3** (a) Briefly describe the procedure for designing sales territories. **07**
- (b) A sales manager is facing following problems: i) salespeople are not spending adequate time to develop new customers ii) salespeople are selling profitable products less than non-profitable & easy-to-sell products to achieve their sales volume quotas. Suggest a compensation plan that can be used to solve these problems. **07**
- OR**
- Q.3** (a) What is a sales territory? Why is it necessary for companies to establish sales territories? **07**
- (b) Some nationalized banks recruit only experienced persons or promote people from within the organizations. Some others like ICICI and IDBI bank recruit extensively from management institutes. Explain the differences in sources used by these financial organizations selling essentially the same kind of financial services and products. **07**
- Q.4** (a) What is a channel information system? Discuss elements of a channel IS? **07**
- (b) The logistics manager of Giants, an electronic goods manufacturer, is trying to improve inventory management for his business. Suggest how he can efficiently manage the inventory. **07**
- OR**
- Q.4** (a) What is logistics management? Discuss its scope and objectives. **07**

- (b) A manufacturer of bicycles in India is planning to sell its products in other countries. Discuss different modes of entry in international markets for the manufacturer. 07

Q.5 CASE STUDY:

Mayank Chopra is a new sales representative for Aurore Cosmetics (Aurore). Besides his other responsibilities, Mayank has a very important task at hand. A year ago, his company lost a prime customer and major retailer, Jabby, following an issue with a former sales representative. It is important for him to get Jabby back on board because the retailer has now tied up with his company's biggest competitor, Soleil Cosmetics (Soleil).

Jabby now buys products worth Rs. 50,000 per month from Soleil Cosmetics. Until last year, Jabby had been purchasing Aurore products worth Rs. 20,000 per month; however, the unfortunate experience with a former sales representative had led the retailer to stop stocking or selling Aurore products. Jabby is very satisfied with Soleil as its sales executive provides gifts worth Rs. 5000 every month and the company's distributor offers 45 days credit to Jabby. Jabby's biggest outlet "La Femme Shoppe" is located in Lajpat Nagar, a prime shopping location in Delhi. Having its products stocked in this shop will do wonders for Aurore's bottom-line in the National Capital Region. So far, several attempts by Mayank's manager to convince Jabby to return to their organization has been unsuccessful.

- (a) Discuss importance of customer relationship management and retention in light of the case. 07
- (b) Suggest a strategy for Mayank as he is about to call on Jabby to try to recover its business. 07

OR

- Q.5** (a) Discuss how Mayank can apply different steps of the selling process to persuade Jabby. 07
- (b) Suggest what Aurore Cosmetics should do to avoid such issues in future. 07
