

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA Semester –III Examination Dec. - 2011

Subject code: 2830103

Date: 17/12/2011

Subject Name: Sales and Distribution Management

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) Mr. Jha is a sales manager at Dell corporation, intended to target another segment in computer accessories. To manage this new segment targeting the stationers and retailers of electronics and IT products, he want to promote one of the existing salespersons as a branch sales manager. Suggest him the qualities he should consider while promoting from existing staff for the post of branch sales manager. 07
- (b) “Relationship selling is different than Transaction oriented selling”. Share your views. 07
- Q.2 (a) Mr. Singh, regional sales head of Quick Courier Ltd., has to design sales strategy to achieve an increase sales volume by 20 percent for the next financial year in domestic market. With necessary assumption help him in his task. 07
- (b) Megma is a company producing Personal Digital Assistance in China. They want to enter the Indian market. Mr. Keruwa, Marketing head, is of the opinion that the PDA needs Consultative selling approach. Critically discuss the issue and offer your suggestion to Mr. Keruwa. 07
- OR
- (b) Mr. Vora wants to control its sales force performance on both selling and non selling activities. The major factors to control selling performance are sales volume and average number of sales calls per day. The major non selling parameter is payment collection from customers. Considering this suggest a sales quota system. 07
- Q.3 (a) How should a sales manager assign sales people to territories? 07
- (b) Panther pump is planning to set up a direct distribution network to sell electric motors and pumps. Discuss. 07
- OR
- Q.3 (a) Explain in detail the different kind of channel partners. 07
- (b) What is Sales territory? What is it necessary for companies to establish sales territories? 07

- Q.4 (a) Explain the difference in operations between wholesalers and retailers. 07
- (b) Orange Telecom Services are trying to evaluate their current channel system. Which factors should company consider for this evaluation? 07
- OR
- Q.4 (a) Explain the importance of Retailer as distribution channel member. 07
- (b) What is channel conflict? What are the four stages in which it evolves? 07
- Q.5 (a) What is the difference between logistics and physical distribution? 07
- (b) What are the factors you would consider for planning a warehouse for fruits and vegetables? 07
- OR
- Q.5 (a) What modes of transportation would company use for washing machines? Justify your recommendation. 07
- (b) Discuss the impact of entry of large format stores on distribution in India. 07
