

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**M.B.A.- SEMESTER – III • EXAMINATION – WINTER 2012**

**Subject code: 2830103****Date: 26-12-2012****Subject Name: Sales and Distribution Management****Time: 10:30 pm – 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** Teekha Spices Ltd. (TSL) is in the business of marketing branded spices (chillies, turmeric, dhaniya, etc.) and blended spices (garam masala, sambar masala, chaat masala, etc.) in North Indian market. Teekha, as a brand name in spices, is a household name for over 50 years. TSL has done extremely well in its business and has an excellent distribution network of over 1000 stockists in all categories of market. **14**

The company decided to enter the branded and packed rice business in North India. After two years of being in the business, the sales volume is 100 tonnes per month as compared to estimated market of 45,000 tonnes per month in India. Reason being, multiple stockist refuse to keep TSL rice, brand name (Khushbu) not established properly, not able to get exclusive distributors for Khushbu, not many promotions done to support the brand, Khushbu is out-priced, quality and consistency are the biggest problems. TSL is thinking about exiting the rice business.

Consider that you are the marketing consultant appointed by TSL, will you advice it to exit the rice business? Will it mean that the current distribution network built over many years is not effective? What suggestions will you provide to the company to make its rice brand successful using its existing distribution network?

**Q.2 (a)** State different presentation methods used by a salesperson. What type of presentation method will you suggest for the following and why? **07**

- Selling encyclopedias
- Selling vacuum cleaning equipment

**(b)** What is sales management? Explain how relationship selling is different from transaction-oriented selling? **07**

**OR**

**(b)** A sales job is different from other jobs and is vital to a company's financial well-being. Explain **07**

**Q.3 (a)** How can a salesperson handle objections of a prospect? If you were to advice a salesperson selling photocopiers, what suggestions would you give him in respect of handling objections? **07**

**(b)** Explain in detail routing and scheduling of sales people. **07**

**OR**

**Q.3 (a)** Explain the workload approach of territory planning. What are the **07**

situations in which you would recommend workload based territory planning?

- (b) What are the different selling skills? What implications do they have for a salesperson? **07**

**Q.4** (a) Describe in detail the quantitative methods of sales forecasting. **07**

- (b) What do you understand by sales quotas? Explain the types of quotas used by a sales manager. **07**

**OR**

**Q.4** (a) What is a sales budget? Explain the process of setting sales budget. **07**

- (b) The potential to influence channel partners may be traced to various sources of power. Briefly discuss the various sources of power. **07**

**Q.5** (a) What are the major reasons of channel conflicts? Explain the techniques of handling channel conflicts. **07**

- (b) A number of Indian manufacturing companies are now establishing their presence overseas either directly or by way of joint ventures. Discuss why? **07**

**OR**

**Q.5** (a) "Distribution is an integral part of sales management and it plays a major role in all the tasks performed by sales management." Do you agree? Why? **07**

- (b) What do you understand by Logistics management? Explain in brief the focus areas of Logistics and Supply Chain Management? **07**

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