

GUJARAT TECHNOLOGICAL UNIVERSITY**M.B.A -IIIrd SEMESTER-EXAMINATION – MAY/JUNE- 2012****Subject code: 830103****Date: 02/06/2012****Subject Name: Sales and Distribution Management (SDM)****Time: 02:30 pm – 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 (a) Raj Verma (Raj) has an MBA degree from a reputed institute. He **07**
appeared for an interview at Citybank for the post of sales manager for its
home loans division in Mumbai. During the interview, Raj was asked to
elaborate on the roles and responsibilities of an effective sales manager
with reference to Citybank. If you were Raj what kind of answer would
you give to impress the interviewer?

(b) Channel intermediaries are a medium of distribution of various goods and **07**
services. They play a vital part in the total marketing plan of a company.
Describe the various roles undertaken by the channel intermediaries
giving suitable example.

Q.2 (a) In April 2012, IDBI Ltd (IDBI) announced its plan to foray into the **07**
insurance sector in India. In order to be successful, it plans to develop a
successful sales budget. In this situation what do you think are the
requirements that IDBI should take into consideration while preparing its
sales budget.

(b) Journey a Mumbai-based travel agency that provides tourist packages, saw **07**
a drop in the sales in 2011. In this context, discuss the steps the sales
manager has to take while setting sales objectives for the sales personnel,
as a part of the sales plan for 2012.

OR

(b) Kennametal Inc., a maker of tooling machinery for General Motors, uses **07**
sales record of the previous year to set sales quotas for the current year.
Mention the advantages and disadvantages to Kennametal Inc., in using
this method of setting sales quotas.

Q.3 (a) Retailer giant Wal-Mart has developed a new pay scheme for its workers. **07**
The pay scheme has been designed based on inputs from HR specialists
and the senior management. Explain the steps that Wal-Mart should take
in order to implement the compensation plan successfully.

(b) Wholesalers are important link between the manufacturers and the **07**
resellers. They relieve the manufacturer of distribution responsibilities.
Examine the role of wholesalers as an important link in the distribution
chain, citing suitable examples.

OR

Q.3 (a) A large consumer electronics manufacturer decided to open a new direct **07**
channel by launching an online shopping site for consumers. This created
a conflict with the company's primary retail reseller. How can the
company resolve this conflict? Explain with reference to the various
modes of channel conflict resolution.

- (b) Store based retailing has various formats in which the retail players operate their business. The formats differ from each other and offer differing forms of products and services. In this context, compare and contrast limited line stores and specialty stores. **07**
- Q.4** (a) TNT India, a courier company, has always followed the direct marketing route in the business to business segment to increase its customer base. The company is now considering the use of territory management to improve its sales process. Which method would you suggest to TNT for designing territories? What are the benefits it would get out of territory management? **07**
- (b) Sales planning help in achieving corporate objectives in a systematic manner, leading to profitability and success. In this context explain, the importance of sales planning with an example. **07**
- OR**
- Q.4** (a) Organization structure can be classified into centralized and decentralized structures, based on the delegation of authority. Discuss with an example, why some organizations change from a decentralized structure to a centralized one. **07**
- (b) In 2011, Chennai-based bicycle manufacturer TI Cycles announced the roll out of its bicycle called BSA City. This was targeted at urban consumers aged 30yrs and above. Discuss the issues the company needs to take into account while adopting a forecasting method. **07**
- Q.5** (a) Discuss how prospecting help organizations in gaining customers, with an example. **07**
- (b) Explain the importance of effective sales presentation with suitable examples. **07**
- OR**
- Q.5** (a) Retailing is all set to become one of the most dynamic industries in light of challenging trends and new developments. Highlight some of the trends in the retailing industry. **07**
- (b) Every Sales Manager has his/her own style of dealing with the sales teams. Elaborate various traditional leadership styles giving suitable examples **07**
