

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER - 3 - EXAMINATION – SUMMER 2021

Subject Code: 4539213

Date: 21/08/2021

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 (a) Give definition of following terms: **14**

1. Sales Budget
2. Channel Conflict
3. Logistics
4. Retailing
5. Supply Chain Management
6. Channel Information System
7. Territory Planning

Q.2 (a) State different presentation methods used by a salesperson. **07**

What type of presentation method will you suggest for the following and why?

1. Selling encyclopedias
2. Selling vacuum cleaning equipment

(b) What are the different types of sales positions? Give examples of creative selling positions? **07**

OR

(b) Many times salespersons have to handle various “Objections” of a Prospect? **07**

Which are the various ways of handling objections of a prospect? If you were to advice a salesperson selling photocopiers, what suggestions would you give him in respect of handling objections?

Q.3 (a) “If you pay well to a sales person, you will have him well motivated”. **07**
Critically evaluate the statement.

(b) What is Electronic Retailing? Discuss advantages and Disadvantages of Electronic Retailing. **07**

OR

- Q.3 (a)** What are the different types of compensation plans? Which industries are suited to a straight-commission plan? Why? **07**
- (b)** What do you understand by Logistics management? Explain in brief the focus areas of Logistics and Supply Chain Management? **07**

- Q.4 (a)** What is retailing? Explain different types of retailers with example. **07**
- (b)** What are the major functions of a warehouse? How is warehousing related to inventory decisions? **07**

OR

- Q.4 (a)** What modes of transportation would you use for a company manufacturing washing machines? Also give justifications of your recommendation. **07**
- (b)** What is the procedure for designing / revising Sales Territories to ensure the maximum coverage possible? **07**

Q.5

XYZ Durables LTD.

XYZ durables LTD is one of the leading brand in Refrigerators. The General Manager (Sales) in the budget meeting held in first quarter of 2021 held at the company's headquarter at Ahmedabad told that the company's sales forecast for the year 2021 – 2022 will be 50000 numbers of refrigerators. "For determining the company's sales budget, we also need the information about market segments, such as the share of household and institutional customers as well as that of rural and urban markets. Production function would like to know product type share between frost-free and direct-cool, as well as different sizes from 55 litres to 310 litres. These figures are absolutely essential for working our marketing and production plans, and thereafter, overall company's budget for the year 2021 - 2022," intervened Mr. V., President of AG Refrigerators, before Vice president (Sales and Marketing) could say something. Mr. C. responded, "yes, we can estimate the break-up of total numbers of refrigerators into product types and sizes, as well as market segments, but we have to first decide whether our sales budget would be equal to or lower than the sales forecast." "I think, before we take that decision, we would like to know how accurate is your sales forecast, and which forecasting method have you used," asked Vice President (Sales and Marketing). "Well, the method used by us was moving averages and the accuracy of our sales forecasting is good for short-term forecasting with stable market conditions and availability of historical data," said a confident Mr. C.

- (a)** What are the various ways with the help of that company can segment the various territories? **07**
- (b)** Do you agree that "Sales forecasting method used in the present case is sufficient?" Justify your answer. **07**

OR

- (a) What do you suggest to improve the accuracy of the sales forecast and to get the break-up of the sales forecast into product types and sizes? **07**
- (b) Should the company's sales budget be lower, higher, or equal to the sales forecast and why? **07**
