

GUJARAT TECHNOLOGICAL UNIVERSITY**MBA - SEMESTER– III EXAMINATION – WINTER 2020****Subject Code:4539213****Date:07/01/2021****Subject Name:Specialization-Marketing_Sales and Distribution
Management (SDM)****Time:10:30 AM TO 12.30 PM****Total Marks: 47****Instructions:**

1. Attempt any THREE questions from Q1 to Q6.
2. Q7 is compulsory.
3. Make suitable assumptions wherever necessary.
4. Figures to the right indicate full marks.

| Q. No. | Question Text and Description | Marks |
|-------------------|--|--------------|
| Q.1 | Briefly explain the below terms with practical examples | 06 |
| a | (a) Missionary Selling (b) Trial Close (c) Sales Contests | |
| Q.1 | Briefly explain the below terms with practical examples | 06 |
| b | (a) Channel Intensity (b) Horizontal Conflict (c) Channel Information System | |
| Q.2 | (a) List and explain some of the important theories of Personal Selling | 06 |
| | (b) Mr. Sagar Shah is Senior Manager,(Marketing & Customer Support) for Kohinoor diamond tools. His area of operation is South Gujarat. The company is manufacturing diamond tools for grinding wheels. The prospective market for the company will be all the machine tools industries where grinding and polishing forms a part of the operations, ball bearing manufacturing companies, all those companies who need high tolerances for their components manufactured. Sagar wants to appoint some dealers in each of the major cities of South Gujarat. These dealers will be instrumental in helping Sagar achieve his targets. Identify some of the prospective areas and industries for Sagar, where he can appoint his dealers | 06 |
| Q.3 | (a) What is a Sales Territory? Discuss the process of formation of a Sales Territory. | 06 |
| | (b) Taking a practical example, Discuss the steps of the Selling process. | 06 |
| Q.4 | (a) Examine the relationship between Sales force Compensation Structure and Sales Force Motivation. Which type of Compensation Structure is preferred for high levels of Sales force Motivation? | 06 |
| | (b) Explain the levels of channels and functions of channel partners with relevant examples | 06 |
| Q.5 | (a) List the steps and explain the process of designing a channel for up market Smartphones. | 06 |

- (b) You are planning to set up an export oriented unit for exporting fruits and vegetables to Middle East countries. How will you go about planning a warehouse to be located near Surat? **06**
- Q.6** (a) What is a Channel Information System? Explain the elements of CIS and the process of designing a CIS with an example **06**
- (b) List and explain the Components of Logistics with relevant example of each component **06**
- Q.7** **CASE STUDY:**

Despite country-wide agitations by traders against the alleged unfair practices by e-commerce giants, shipments of smartphones continue to surge - riding on the astounding growth in online sales. Amid the protests against leading e-commerce firms, Flipkart and Amazon, shipments through the online route in fact witnessed a double-digit growth every quarter.

Data from analyst firms like IDC India and Counterpoint Research show that shipments through the online channel grew by a whopping 28.3 per cent year-on-year (YoY) in the quarter ended September. This has taken share of the online channel in the overall sales to an all-time high of 45.4 per cent.

In the previous quarter, shipments through the channel had surged 26 per cent YoY. This comes at a time, when shipments in the traditional brick and mortar stores are shrinking

The Confederation of All-India Traders (CAIT), which represents 70 million traders, has leveled serious allegations against e-commerce players - starting from fraudulent business practices by manipulating inventory, bypassing the FDI policy to offering predatory pricing. The Confederation of All-India Traders (CAIT), which represents 70 million traders, has leveled serious allegations against e-commerce players - starting from fraudulent business practices by manipulating inventory, bypassing the FDI policy to offering predatory pricing. It further launched a country-wide agitation that includes more than 40,000 trade associations, including the All-India Mobile Retailers' Association.

In fact, CAIT has made several representations to the commerce minister against Flipkart in the past few months. Citing its balance sheet, the retailers alleged huge revenue losses to the exchequer caused by the online firm. Flipkart, which is at the centre of a controversy, now sells every six out of 10 smartphones sold online in India.

Data shows that it has traditionally been stronger in the consumer technology segment. In the September quarter, Flipkart's share in the online smartphone space rose to an all-time high of 58 per cent - from 53 per cent a quarter ago. The second largest player, Amazon, however, lost share - to 29 per cent in September from 36 per cent the June quarter. Mega shopping events like Flipkart Big Billion Day sale and Amazon Prime Day that offer special discounts, cashback schemes and easier consumer finance options - remain unmatched by offline traders. "The growth and maturity of online channels that serve more pincodes than ever, coupled with greater customer service, attractive promotions from discounts to cashbacks and EMI (equated monthly instalment) were pivotal in driving smartphone sales," said Anshika Jain, research analyst at Counterpoint.

Smartphone players that have been stronger in the online channel have gained further momentum in the recent quarter. Xiaomi, the current market leader, had begun its journey here as an online-only brand. While it has expanded its offline reach significantly in recent times, it continues to lead the online channel with over 40 per cent share. Its peers, Vivo and Oppo, which ride on the online boom also, have gained significant market share in recent quarters.

The two brands have grown their shipments in September by 59 per cent and 92 per cent, respectively, compared to the previous month. According to Navkendar Singh, research director at IDC India, the unabated aggression by online players will continue to be a challenge for offline retail, which is still the largest channel for smartphones in India

(Source : www.rediff.com/business/smartphones)

- (a) Compare and Contrast Online and Offline Channels for Smartphone sales **5.5**
- (b) How can offline retailers fight Online retailers? Suggest some strategies for Offline retailers. **5.5**

OR

- Q.7**
- (a) What strategies were used by Online retailers to compete with offline retailers of Smartphones **5.5**
 - (b) How can smartphone manufacturers resolve this conflict between Online and Offline channels? **5.5**
