

GUJARAT TECHNOLOGICAL UNIVERSITY**MBA - SEMESTER-III EXAMINATION – WINTER 2020 (Special)****Subject Code: 4539213****Date:09/08/2021****Subject Name: Sales and Distribution Management****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	(a) Briefly explain the below mentioned terms. (a) AIDAS theory of selling (b) Delphi Method of Sales Forecasting (c) Sales Contest	06
Q.1	(b) Briefly explain the below mentioned terms. (a) Sales Audit (b) Channel Levels (c) Wholesaling	06
Q.2	(a) List and explain some of the important Qualitative and Quantitative methods of Sales Forecasting with examples.	06
	(b) For an air conditioner sales person, enumerate and explain the steps of the Sales Process in detail.	06
Q.3	(a) Discuss the various methods available for Sales Force Compensation. How does the Compensation Structure affect the motivation of the Sales person?	06
	(b) As a Distributor of a market leader in Home Appliances in a major city, What are your important functions that you have to perform for the company?	06
Q.4	(a) Discuss the various methods of Sales Performance Evaluation. How can we ensure a fair and just Sales Performance Evaluation of Sales people?	06
	(b) As a newly appointed Sales Officer of a major electrical switches company, you have to design your channel and appoint channel members for your territory. Discuss the Channel Design Process and Selection of Channel Partners that you will follow for this task.	06
Q.5	(a) Define Logistics. List and explain the components of Logistics with relevant examples.	06
	(b) How will you apply the concept of Power Bases in managing your Channel Partners?	06
Q.6	(a) What are the various model of Transportation available for a Distribution Manager? Discuss the advantages of and disadvantages of each mode with examples.	06

- (b) List and explain the various types of Channel Conflicts. How do you resolve these Channel conflicts in an agreeable manner?

Q.7

CASE STUDY:

Michelin-Star chef Vikas Khanna, who has successfully distributed four million dry ration meals to the needy across 79 cities in India amidst the COVID-19 crisis, has called for solidarity and unity among the people to defeat the pandemic. Khanna, living in New York City, started an initiative in April to **create a supply chain** to ensure dry ration is procured and distributed to orphanages, old-age homes and leprosy centers as the coronavirus cases increased in India and the government implemented a lockdown to control the spread of the virus.

In less than a month, the 48-year-old world-renowned chef, author and film-maker has been able to procure and distribute landmark four million dry ration meals or more than 3,100 quintals of ration, including rice, lentils and wheat flour, to orphanages and old-age homes and other needy individuals across 79 cities in India. Khanna expressed his deep gratitude to the National Disaster Response Force (NDRF), its director general Satya Narayan Pradhan and the force's personnel who he says have been working tirelessly on the ground to collect, package and distribute the ration across India. "My hope is solidarity. Solidarity is everything. We can beat corona and we should all be united to figure out how to defeat this virus," Khanna told PTI here. Khanna recalls that his massive exercise to provide dry ration and meals was triggered by a spam e-mail that he received. The e-mail was accompanied by a picture of an old age home in Vrindavan, Uttar Pradesh, a place Khanna says is very close to his heart. Khanna made a donation through the e-mail but was later made aware that it was spam. However, Khanna realised that places such as old-age homes and orphanages would face difficulty in procuring their ration and food supplies due to the restrictions that had been put in place because of the lockdown.

"These places usually don't have ration or food supply that can last months and many depend on daily donations," he said.

Khanna, who could not travel to India due to COVID19-related international travel restrictions, used social media to convey his message that he is creating a supply chain to help feed millions of people across India and will provide dry ration to old-age homes, orphanages and hospitals

He recalled that he faced challenges as he began coordinating with vendors and suppliers in India to procure and distribute the ration. "I burnt my fingers at the outset," he said adding that he was duped by a supplier in Bangalore who took money from him for the ration but did not supply the goods. The incident left him disheartened and demoralized but his mother motivated him to not let one setback stop him from helping hundreds of thousands of people in need.

He was then advised to approach the NDRF to help him in the distribution of the ration. "Everyday I receive images of NDRF personnel, working on the ground and distributing the dry ration across districts, small towns and cities," Khanna said, adding that he could expand the reach of his initiative to many cities due to the efficiency and capability of the specialised force. He said the process grew and now more than 350 people are working on the ground in India to provide ration and meals to those impacted by the COVID19 crisis.

In one instance, Khanna used social media to locate his masterchef Satyam, 72, who had taught him the technique to make Dibba Roti', a speciality from Andhra Pradesh. 'I learnt the technique of Dibba Roti by watching him years ago. Plz help me reach out to him asap. This is the true heritage of our country and we have to protect these treasures,' Khanna had tweeted.He was soon able to locate Satyam and Khanna supplied him with a year's worth of ration, a "Guru Dakshina to the elderly person."

- (a) How was the supply chain for the entire project created by Vikas Khanna ? **5.5**
- (b) What can a Marketing and Sales organization learn from this example of setting up a distribution network in less than a month across India ? **5.5**

OR

- Q.7** (a) Distributing rations to four million people was a real challenge. How did Vikas Khanna overcome this challenge ? **5.5**
- (b) How did Social Media help in the creation of the supply chain ? **5.5**
