

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER -III– EXAMINATION – WINTER 2021

Subject Code: 4539213**Date: 25-02-2022****Subject Name: Sales and Distribution Management****Time:10:30 AM TO 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. No.	Question Text and Description	Marks
Q.1	Definitions / terms / explanations / short questions based on concepts of theory/practical (a) Personal Selling (b) Sales Territory (c) Trial Close (d) Manifest conflict (e) Sales force audit (f) AIDAS (g) Wholesaler	14
Q.2	(a) List and explain some of the important Qualitative and Quantitative methods of Sales Forecasting with examples (b) List and explain any two theory of personal selling with suitable example.	07 07
OR		
	(b) What is sales territory? Discuss the process of formation of a sales territory.	07
Q.3	(a) Taking a practical example, Discuss the steps of the personal selling process. (b) What are the advantages and disadvantages of routing? Explain the procedure of setting up a routing plan with suitable examples.	07 07
OR		
Q.3	(a) What is retailer? Explain types of retailer with suitable example. (b) What do you mean by wholesaler? Explain key task of wholesaler.	07 07
Q.4	(a) Discuss the relative Advantages and Disadvantages of any Three Modes of Transportation. (b) Explain factors affecting the selection of Channel Members.	07 07
OR		
Q.4	(a) Explain briefly at least seven elements of a Channel Information System. (b) What are the factors you would consider for planning a warehouse for fruits and vegetables?	07 07

Q.5

CASE STUDY:

Surgi-Safe Industries (SSI) at Okhla Industrial Estate, New Delhi is the first company among the few about to launch plastic disposable syringes in India. Apart from the traditional glass syringes, the company has only one competitor, “Doctors Choice”, which has been recently launched in Karnataka. SSI has been set up in collaboration with DispoFranc, a French Company, which is the market leader in Europe. This project could be realized only after the recent liberalization policy of the Government of India with respect to investment in the medical sector. Miss Shivani is the Indian promoter of SSI. The product, although well established in Europe, is new to the Indian market. The quality standards and technical expertise of DispoFranc are very high. Production in India, to begin with, is planned under the guidance and close supervision of DispoFranc. As each syringe is sterilized and packed in single blister pack with the latest technology, they offer complete safety to the user against any type of contamination. Moreover, the market price of SSI syringes is expected to be much lower than the traditional glass syringes and comparable to those of ‘Doctors Choice’.

The study of available and collected data for demand projections for the coming decade reveals the existence of large potential market. However Shivani visualizes initial resistance to change from doctors and the general public.

Shivani lists hospitals (both government and Private), nursing homes, maternity clinics, private dispensing doctors as well as individuals as potential users / customers. While preparing for a meeting of the Board of Directors, Shivani’s mind is busy thinking about the potential problems that might crop up in this new business venture properties designed for families and business travelers; they are located in urban, airport and suburban areas.

- (a) What should SSI do to overcome the initial resistance to change and develop a good market for the product? **07**
- (b) How would you monitor the performance of the SSI sales force? Mention some of the commonly used parameters to monitor sales force performance. **07**

OR

- Q.5** (a) What sort of a sales and distribution network should SSI set up in order to reach the different types of target buyers? **07**
- (b) How does a company such as SSI, launching an innovative product in the market, forecast the sales for its product? **07**
