

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA-SEMESTER-III-EXAMINATION-WINTER-2024

Subject Code: 4539213**Date: 17/12/2024****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.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

Q. No.		Marks
Q.1	Explain the following terms: (a) Prospecting and Qualifying (b) Trail Close (c) Supply Chain Management (d) Sales Budget (e) Channel Management (f) Retailing (g) Intensive Distribution	14
Q.2	(a) Our forefathers have been saying - "Knowledge is the key to success in any task." Same goes with Selling. – Support.	07
	(b) As a Sales Head of a FMCG company how will you go about developing sales forecasts for your company for the financial year 2025-26? Suggest and justify.	07
	OR	
	(b) Develop some motivational tools for the sales team of a FMCG company.	07
Q.3	(a) What are the major functions of wholesalers and retailers?	07
	(b) Explain the process of developing sales territories by taking an appropriate example.	07
	OR	
Q.3	(a) What are the various entry strategies in the international markets? – Explain.	07
	(b) "Sales contests are a double-edged sword." – Explain with necessary justifications.	07
Q.4	(a) What are some important functions performed by channel partners? – Elaborate.	07
	(b) By taking appropriate examples, explain a few methods to decide on the size of the sale force.	07
	OR	
Q.4	(a) Elaborate on some important elements of Channel Information Systems.	07
	(b) Develop a matrix for evaluating the performance of your sales team.	07

Q.5

CASE STUDY:

ZING Electronics, founded in 2015, has carved a niche in the smart home device market, offering products like smart speakers, security cameras, and smart lighting systems. The company prides itself on innovation and quality, with a focus on user-friendly technology. Over the past two years, ZING has enjoyed steady growth, achieving a 20% annual increase in sales.

Despite its successes, ZING Electronics faces several challenges that threaten its continued growth:

Market Saturation: The smart home device market has become increasingly competitive, with larger companies offering similar products at lower prices. This has put pressure on ZING to maintain its market share.

Distribution Limitations: Currently, ZING relies heavily on its e-commerce website and a limited number of retail partners. This distribution model has worked well, but sales growth has plateaued, indicating the need for a broader reach.

Logistics and Supply Chain Issues: Recent disruptions in the supply chain have delayed product launches and fulfilment times, leading to customer dissatisfaction and potential loss of sales.

Evolving Consumer Preferences: As consumers become more tech-savvy, they demand not only innovative products but also a seamless buying experience. ZING must adapt to these changing preferences.

The company must evaluate whether to expand its retail partnerships or pursue a direct-to-consumer model without alienating existing retail partners. The logistics and supply chain disruptions highlight a need for better operational management to meet customer expectations regarding delivery and availability.

- (a) What factors should ZING Electronics consider when deciding whether to expand its retail partnerships? How might these factors affect their overall sales strategy? **07**
- (b) What are the potential advantages and disadvantages of adopting a direct-to-consumer model for ZING Electronics? **07**

OR

- Q.5** (a) What metrics should ZING Electronics track to evaluate the success of their sales and distribution strategies? How can these metrics inform future decisions? **07**
- (b) If ZING Electronics decides to implement a direct-to-consumer model while maintaining retail partnerships, what potential conflicts could arise? How should the company address these conflicts? **07**
