

Enrollment No.: _____

Seat No.: _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA - SEMESTER - III EXAMINATION - WINTER 2025

Subject Code: 4539213

Date: 19-12-2025

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.	Question Text and Description	Marks
Q.1	Briefly explain the below terms with practical examples (a) AIDAS (b) Prospecting (c) Sales Expenses (d) Channel Intensity (e) Vertical Conflict (f) Channel Information System (g) Logistics	14
Q.2	(a) List and explain some of the important theories of Personal Selling	07
	(b) Discuss the Eight steps of the Selling Process with the help of a practical example	07
	OR	
	(b) What is a Sales Territory? Discuss the process of formation of a Sales Territory.	07
Q.3	(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?	07
	(b) Discuss some of the important qualitative and quantitative methods of Sales Forecasting? What are the limitations of these methods?	07
	OR	
Q.3	(a) What are the various Sales Organizational Structures? Discuss some of the options available to a sales manager for the division of Line Authority among sales people.	07
	(b) Explain the levels of channels and functions of channel partners with relevant examples	07
Q.4	(a) List and evaluate the factors affecting the designing of a sales channel for premium market Smartphones. What will be the channel design steps that you will follow to design the channel?	07
	(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 ware house to be located near Ahmedabad?	07

OR

- Q.4** (a) What is a Channel Information System? Explain the elements of CIS and the process of designing a CIS with an example **07**
- (b) List and explain the Components of Logistics with relevant example of each component **07**

Q.5 Ikea India is sharpening its omni-channel strategy and eyeing higher sales from online channel by next year. In January, this year the Swedish furniture retailer expanded doorstep deliveries to 65 new districts in Maharashtra, Karnataka, Telangana and Andhra Pradesh. It is also gearing up to launch e-commerce operations in NCR region early next year.

India is one of the few markets where we have been able to go online-first in new regions. Usually, in new regions, we launch the store, which is obviously the jewel in our crown, followed by online launch. Knowing the tech-savvy nature and the digital forwardness of Indian consumers, we went online-first in Mumbai and Bengaluru. We are doing the same in Delhi. So, we are strongly focusing on an omni-channel strategy.”

Talking about the learnings from the brand’s e-commerce channel expansion into new districts in these four key States, she said that the response has been “very encouraging”. “There have been a lot of learnings. The customer-acquisition strategy in smaller markets is different. They may first start with buying smaller-ticket items and then graduate to higher-ticket items and our intent is to build their confidence, gain trust and garner repeat purchases,” she added. The company has recently introduced a 365-days exchange and return policy to offer more convenience and flexibility to consumers.

Jaiswal added that the strategy of doorstep deliveries being completely fulfilled by its stores gives the brand a “competitive advantage and helps in making swifter deliveries”.

In a bid to make online shopping more immersive, Ikea India has also launched an AI-driven tool called Kreativ. Jaiswal explained the feature allows for 3D visualisation allowing consumers to re-imagine their living spaces virtually with Ikea products. Being AI-driven, the tool also makes recommendations. Talking about festival trends, Jaiswal said that categories including furniture, accessories storage and cleaning besides gifting are witnessing strong traction on the company’s e-commerce channel.

- (a) Based on the case, discuss the benefits of an Omnichannel Strategy for sales organizations? **07**
- (b) How has Ikea used AI to enhance the customer experience of its products? **07**

OR

- Q.5** (a) Discuss the customer acquisition strategy of Ikea in smaller markets **07**
- (b) Evaluate the channel strategy of Ikea based on the above case **07**
