

GUJARAT TECHNOLOGICAL UNIVERSITY**MBA - SEMESTER– III EXAMINATION – WINTER 2019****Subject Code: 4539213****Date: 05-12-2019****Subject Name: Sales and Distribution Management****Time: 10:30 AM TO 1.30 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.		Marks
Q.1	Define or discuss the following- <ol style="list-style-type: none">1. Milk Run Concept2. Reverse Logistics3. Supply Chain Management4. Intensive Distribution5. Manifest Conflict6. Merchandising7. Sales Force Audit	14
Q.2	(a) Discuss emerging trends in Sales Management.	07
	(b) What are the different Sales Presentation Methods and how are they matched to different sales situations?	07
	OR	
	(b) What is a Sales Territory? Why is it necessary for companies to establish Sales Territory? Briefly describe the procedure for designing sales territories.	07
Q.3	(a) What criteria a Sales Manager should use while designing (or selecting) a mix of motivational tools? What are the different motivational methods or tools that are available to sales managers?	07
	(b) Which criteria's can be used to evaluate the performance of salespeople?	07
	OR	
Q.3	(a) What are the five discrepancies that the channel members take care of and how they do it?	07
	(b) What are the parameters used to evaluate Channel Channel Alternatives?	07
Q.4	(a) What are the five sources of Power used by used by channel members to influence each other ? Explain them in brief.	07
	(b) Explain briefly at least five elements of a Channel Information System?	07
	OR	
Q.4	(a) What do you understand by Logistics Management? Define its scope and objectives and discuss the key decision areas.	07
	(b) Write a short note on entry strategies for international markets.	07

Q.5

CASE STUDY:

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Malcolm Shakesheff is at a crossroads in the development of his business. Three years ago, he left his job as a successful sales representative to develop his own company, Shakesheff Web Design, which has grown beyond his wildest expectations. The company was an extension of what was initially Malcolm's hobby in terms of a practical skill he possessed in designing simple internet websites for friends and family. The company's success is principally down to Malcolm who has single-handedly performed the sales function whilst his wife, Penny, has managed the business. Malcolm has received backing from the bank that means doubling the size of his business. In particular, Malcolm now needs to employ three new salespeople who will be based in London, Birmingham and Edinburgh respectively to provide countrywide coverage.

Although he has always been successful in selling and indeed his new company's growth is down to his personal selling skills coupled with his knowledge of IT and web design, he has never before had to manage a sales force, and certainly not for his own company. Within the next three months, however, Malcolm has to decide what sort of persons he needs and then recruit and select them. He must then train and manage them.

Quite simply, despite his extensive experience as a salesperson, he is concerned about where to start. He recognizes the importance of getting this right, as the whole future of his company will depend on the qualities and management of his own salesforce.

- (a) Advise Malcolm regarding what you feel should be the key elements in recruiting the new sales force. **07**
- (b) How Malcolm should train and manage his new sales force. **07**

OR

Q.5

- (a) Discuss the methods through which Malcolm can compensate his sales force. **07**
- (b) Is Malcolm thinking in the right direction that the future of the company depends on the management of its sales force. **07**
