



**PRESIDENCY UNIVERSITY, BENGALURU
SCHOOL OF MANAGEMENT**

Max Marks: 80

Max Time: 120 Mins

Weightage: 20 %

Set B

MID TERM EXAMINATION

III Semester 2016-17

Course: MBA A 217 : Sales and Distribution Management

07 October 2016

Instructions:

- i. Write legibly
- ii. Scientific and non programmable calculators are permitted

Part A

Answer the following questions

(10 Q x 2 M= 20 Marks)

1. How selling helps an organization?
2. What is the meaning of sales pitch?
3. List three examples of 'franchises'.
4. What is the full form of 'C&FA' in sales terminology?
5. List top five mandatory qualities of 'salespeople'?
6. What is the meaning of 'reverse logistics'?
7. What is the full form 'AIDAS in sales terminology'?
8. What is the meaning of distribution management?
9. What is the meaning of 'strategic marketing'?
10. What is the meaning of 'C-SAT survey'?

Part B

Answer the following questions

(6 Q x 5 M= 30 Marks)

1. List top ten responsibilities of 'sales manager'.
2. Write 'socialization stage key activities'.
3. What are the major disadvantages of 'personal selling'?
4. Explain all various types of 'compensation plan for sales team'.
5. What are the 'recent trends in selling'?
6. Explain 'vertical marketing system'.

Part C

Answer the following questions

(2 Q x 15 M= 30 Marks)

1. Cyrus Pharmaceuticals is a start-up in the pharmaceuticals sector in India. The company intends to sell formulations in South India and is working out its sales & distribution strategy. The promoter is seeking your support to design a most robust sales and distribution approach for Cyrus. How to plan the size and structure of the sales force. Recommend suitable distribution channel and sales force using scientific methods of sales and distribution.
2. An authorized multi brand confectionary stockiest is dealing with all leading brands of chocolates. He found worms in Cadbury's chocolates. If he spreads the message to public there will be a huge damage for brand reputation. Presume that you are sales manager of other leading brand chocolate company. When you have interacted with that stockiest as part of regular sales, he has explained his observations 'worms in Cadbury's chocolate'. As a professional sales manager how do you deal this situation?



PRESIDENCY UNIVERSITY, BENGALURU
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Max Marks: 100

Max Time: 180 Mins

Weightage: 40 %

Set C

COMPREHENSIVE EXAMINATION

III Semester 2016-17 Course: MBA A 217 : Sales and Distribution Management

15 December 2016

Instructions:

- i. Write legibly
- ii. Scientific and non programmable calculators are permitted

Part A

Answer the following questions

(10 Q x 2 M= 20 Marks)

1. What is the full form of 'HMS'?
2. List in sequential order 4Ps of sales management.
3. What is the full form of 'EDI'?
4. What is the full form of 'EOQ'?
5. What is the full form of 'SAP'?
6. What is the full form of 'RFID'?
7. What is the full form of 'IPS of sales'?
8. What is the full form of 'ICT'?
9. List in sequential order 4Cs of sales management
10. What is the key function of distribution management

Part B

Answer the following questions

(8 Q x 5 M= 40 Marks)

1. Describe the detailed steps in selling process? Explain.
2. Explain 'push strategy for sales promotion'?
3. List five types of evaluation methods for 'potential channel members'?
4. Write three types of 'compensation plans for sales force' and explain in detail.
5. Explain direct and indirect 'sales force supervisory methods'.
6. What is 'non-financial rewards for sales force'? List five methods of non-financial rewards.
7. What are 'sales quotas'? List five objectives of sales quotas.
8. What is 'sales productivity analysis'? explain four methods to boost the sales productivity

Part C

Answer the following questions

(2 Q x 20 M= 40 Marks)

1 Case study:

Over a period spanning six and a half decades, the Haldiram's Group (Haldiram's) had emerged as a household name for ready-to-eat snack foods in India. It had come a long way since its relatively humble beginning in 1937 as a small time sweet shop in Bikaner, in the Rajasthan state of India. In 2015, the turnover of the Haldiram's was 10 billion.

The group had presence not only in India but in several countries all over the world. At the beginning of the 21st century, Haldiram's products reached millions of consumers not only in India, but also in several other countries, including the US, Canada, UK, UAE, Australia, New Zealand, Sri Lanka, Nepal, Japan and Thailand. Till the early 1990s, Haldiram's comprised of three units, one each in Kolkata, Nagpur and New Delhi. The Agarwals family that owned Haldiram's were always conscious of the need to satisfy customers in order to grow their business.

The company offered a wide variety of traditional Indian sweets and snacks at competitive prices that appealed to people belonging to different age groups. Haldiram's had many 'firsts' to its credit. It was the first company in India to brand 'namkeens'. The group also pioneered new ways of packaging namkeens.

Its packaging techniques increased the shelf life of namkeens from less than a week to more than six months. It was also one of the first companies in India to open a restaurant in New Delhi offering traditional Indian snack food items such as "panipuri," "chatpatri," and so on, which catered to the needs of hygiene conscious non-resident Indians and other foreign customers. Since the very beginning, the brand 'Haldiram's' had been renowned for its quality products.

Analysts felt that the growing popularity of Haldiram's products could be attributed to its constant focus on all the elements of the marketing mix. Haldiram's sought to customize its products to suit the tastes and preferences of customers from different parts of India. It launched products, which catered to the tastes of people belonging to specific regions. For example, it launched 'Murukkus,' a South Indian snack, and 'Chennai Mixture' for south Indian customers.

Similarly, Haldiram's launched 'Bhelpuri,' keeping in mind customers residing in western India. The company offered certain products such as 'Nazarana,' 'Panchratan,' and 'Premium' only during the festival season in gift packs. These measures helped Haldiram's compete effectively in a market that was flooded with a variety of snack items in different shapes, sizes and flavors.

"To sustain in the competitive market, Haldiram's has endeavored stress on its product quality, packaging, shelf life, competitive price with a special emphasis on consumers satisfaction and its lingering taste is amongst the best available in the world."

Haldiram's products enjoyed phenomenal goodwill and stockists competed with each other to stock its products. Moreover, sweet shops and bakeries stocked Haldiram's products despite the fact that the company's products were competing with their own products. Haldiram's also offered its products

through the Internet. The company tied up with indiatimes.com, a website owned by the Times of India group to sell its products over the Internet. Haldiram's products could be ordered through a host of other websites in India and abroad.

The company employed the best available technology in all its manufacturing facilities in India. Given the increasing popularity of Haldiram's products, the group planned to expand its operations. However, some analysts felt that Haldiram's still had to overcome some hurdles. The company faced tough competition not only from sweets and snack food vendors in the unorganized market but also from domestic and international competitors like SM Foods, Bakeman's Industries Ltd, Frito Lay India Ltd.(Frito Lay) and Britannia Industries Ltd.

Questions:

- a). As a sales and distribution expert 'explain what unique sales and distribution methods Haldiram's adopted to sustain in the market'.
 - b). Suggest five sales and distribution strategies to Haldiram's 'to retain as number one position'.
2. How Green Supply Chain Management (GSCM) is becoming a norm for developing countries? Draw GSCM process flow diagram and Explain GSCM approach for 'used leather apparels' and 'used batteries'



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III Semester 2016-17

Course: MBA A 217 : Sales and Distribution Management

07 October 2016

Instructions:

- i. Write legibly
- ii. Scientific and non programmable calculators are permitted

Part A

Answer the following questions

(10 Q x 2 M= 20 Marks)

1. How selling helps an organization?
A. Business goals.....critical activity
2. What is the meaning of sales pitch?
A: Sales material used
3. List three examples of 'franchises'
A: Dominos Pizza....KFC.....Mc. Donalds
4. What is the full form of 'C&FA' in sales terminology?
A: Carrying and Forwarding Agents
5. List top five mandatory qualities of salespeople
A: EnthusiasmInitiative
6. What is the meaning of 'reverse logistics'?
A: Process of moving a product from its point of consumption to the point of origin
7. What is the full form 'AIDAS in sales terminology
A: AIDAS - attention, interest, desire, action and satisfaction
8. What is the meaning of Distribution Management?
A: The "when and where" is the key function of Distribution
9. What is the meaning of 'strategic marketing'?
A: Concerned with how we will create value for the customer
10. What is the meaning of 'C-SAT survey'?
A: Customer Satisfaction survey

Part B

Answer the following questions

(6 Q x 5 M= 30 Marks)

1. List top 10 responsibilities of Sales Manager?
A: HiringC- SAT Survey, and Ensure the feedback taken care
2. Write 'socialization stage key activities'
A: Communication – narration of product in less than 1 min – leads for next meeting
3. What are the major disadvantages of personal selling?
A: Promotional method is misunderstood.
4. Explain all 03 types of Compensation Plan for Sales Team?
A: Straight Salary.....Combination Pay Plan
5. What are the recent trends in Selling?
A: Controlled Word of MouthCustomer InformationSharing Mobile
6. Explain Vertical Marketing System?
A: Where its independent members work together to achieve greater efficiency and economies of scale

Part C

Answer the following questions

(2 Q x 15 M= 30 Marks)

1. Cyrus Pharmaceuticals, Delhi is a start-up in the pharmaceuticals sector in India. The company intends to sell formulations in South India and is working out its sales & distribution strategy. The promoter is seeking your support to design a most robust sales and distribution approach for Cyrus. How to plan the size and structure of the sales force and distribution network. Recommend most scientific way of sales force design and distribution model for Cyrus

A: Sales force balance methods - Territory design – stockiest identification – Optimum logistics

2. An authorized multi brand confectionary stockiest is dealing with all leading brands of chocolates. He found worms in Cadbury's chocolates. If he spreads the message to public there will be a huge damage for brand reputation. Presume that you are sales manager of other leading brand chocolate company. When you have interacted with that stockiest as part of regular sales, he has explained his observations 'worms in Cadbuy's chocolate'. As a professional sales manager how do you deal this situation?

A: Ethical and social responsibility of companies - Role of regulatory bodies - Importance of quality