

**K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH,
Vidyavihar, Mumbai- 400077**

Program: PGDM – International Business (Batch 2017-19), Tri-IV

Course: Sales & Distribution

(End Term Examination)

Maximum Marks: 25

Duration: 1.5 Hours

Date: 22nd September 2018

Instructions

1. Q 1 is compulsory. Attempt any 3 questions from rest
2. *No other material of loose papers / books etc. is allowed in examination room.*
3. **Sharing of any reference material with fellow students NOT ALLOWED**
4. **Start every Question from Fresh Page**
5. **Use of examples, flow charts, tables etc. is recommended wherever applicable.**
6. **Content and Presentation of content, both are important criteria for assessment.**

QUESTION 1

(10 marks)

Explain in detail the following question.

- a) Name a Company of your choice in B2B or B2C (Selling Products , Services or Solutions)
- b) Specify the Vision & Mission Statement of your company.
- c) Explain the Unique Selling Proposition (USP) of your Products, Services or Solutions offering.
- d) Explain the channels you will use or select to reach to your consumer or customer or both.
- e) In case there is a Decision making Unit (DMU) or a Decision Maker whom and how will you contact?
- f) How will you find leads for selling your product?
- g) A rough idea about your sales pitch and methods of selling your company offerings?

QUESTION 2 **(5 marks)**

Explain in short the benefits of a Distribution Channel and draw the steps involved in Channel Design?

QUESTION 3 **(5 marks)**

Explain with diagram the Sales Process?

QUESTION 4 **(5 marks)**

- a) Explain in short difference between Market Potential vs Sales Potential.?
- b) What is the role of Sales Forecast?

QUESTION 5 **(5 marks)**

Define a distribution channel. Example of any distribution channel of Industrial Business to Business (B2B) or Business to Consumer (B2C) product, service or solution?

QUESTION 6 **(5 marks)**

Explain with diagram the different types of Sales Organization structures. (Explain any 1).

1. Line Sales Organization
2. Line & Staff Sales Organization
3. Functional Sales Organization
4. Horizontal Organization.

QUESTION 7 **(5 marks)**

What are the type of challenges faced by companies to sell products and services in a new market or geography with different culture?

-----END OF PAPER -----