

**K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH,**  
**Vidyavihar, Mumbai- 400077**  
**Program: PGDM – IB (Batch 2016-18), Tri-IV**  
**Subject: Sales & Distribution Management**  
**(End Term Examination)**

**Maximum Marks: 50**

**Duration: 3 Hours**

**Date: 14<sup>th</sup> September 2017**

**Instructions**

- 1. Attempt All Questions**
- 2. Start every Question from Fresh Page**

**QUESTION 1**

**(10 marks)**

- a) Explain the issue bothering Amit Kumar & why Sachin Mandore was not happy?  
What would you suggest Amit Kumar as well as Sachin Mandore so that they reach an amicable solution and results in a win-win situation for both. (Case – Irate Distributor – A Question of Profitability)
- b) Consider a product category for selling a b2b product where a “Shoppee” concept (Business Format concept) can be designed profitably and devise a strategy to launch the same using relevant marketing management concepts.

**QUESTION 2**

**(15 marks)**

**Multiple Choice Questions: \_\_\_\_\_ 1 Mark each -----**

1. Which of the option below **most appropriately** defines Marketing?
  - a. Marketing is the business of promoting and selling products or services
  - b. Marketing is the process of selling products and services of the company
  - c. Marketing is the process of promoting the organization in the market
  - d. Marketing is Identifying and satisfying the needs and wants of the customer profitably
  - e. Marketing is Advertising the products and services of the company in the market
2. Which of the option below **most appropriately** defines Sales?
  - a. Selling is bending the mind of the customer towards the product/service supply
  - b. Selling is volume oriented

- c. Selling is meeting customers
  - d. Option a, b
  - e. Options a, b and c
3. Which of the below option is generally the highest level of value selling
- a. Least cost selling
  - b. Aspirational selling
  - c. Emotional selling
  - d. International selling
  - e. None of the above
4. Which of the following option is **NOT** part a type of Seller
- a. Order Takers
  - b. Order Creators
  - c. Order Getters
  - d. Order Pushers
  - e. None of the above
5. Types of Personal Selling
- a. B2B [Industrial] Selling
  - b. Retail Selling
  - c. Service Selling
  - d. All of the above
  - e. None of the above

6. Which of the following is **NOT** a part of the Personal Selling Process?
  - a. Prospecting & Qualifying
  - b. Advertising
  - c. Handling Objections
  - d. Closing
  - e. None of the above
  
7. Getting business from new customers is what type of selling
  - a. Hunting
  - b. Farming
  - c. Selling
  - d. Fielding
  - e. Sowing
  
8. Approaches to Sales Forecasting
  - a. Hunting
  - b. Farming
  - c. Selling
  - d. Fielding
  - e. Sowing
  
9. Sales Person's Knowledge Universe Consists of which of the following
  - a. Company's knowledge
  - b. Product knowledge
  - c. Competitors knowledge
  - d. All the above
  - e. None of the above
  
10. Which of the following is an advantage of designing a sales territory?
  - a. Ensures better market coverage, effective utilization of the sales force, and efficient distribution of workload among salespeople
  - b. Helps evaluate the performance of salespeople
  - c. Controls over the direct and indirect cost of sales function
  - d. Optimum utilization of sales time by salespeople
  - e. All the above
  
11. Which of the following is **NOT** a type of Sales Quota?
  - a. Sales Volume Quota
  - b. Sales Budget Quota
  - c. Sales Forecast Quota
  - d. Sales Activity Quota

- e. Combination Quota
12. There is a process of orienting a new salesperson to the sales organization, territory, or division in which he or she will be working.  
Which of the following is NOT a stage in new sales person induction?
- a. Anticipatory Stage
  - b. Encounter Stage
  - c. Settling Stage
  - d. Leaving stage
13. Training process involves which of the following steps?
- a. Training needs assessment
  - b. Design and conduct a training program
  - c. Evaluation of the training program
  - d. None of the above
  - e. All of the above
14. Which of the following is not a CONTENT Theory of Motivation?
- a. Maslow's Need hierarchy theory
  - b. Herzberg's two factor theory
  - c. ABZ theory of William Ouchy
  - d. Alderfer's ERG theory
  - e. McGregor Theory X and Y
15. Which of the options is NOT part of setting up sales performance standards?
- a. Sales salary
  - b. Sales quota
  - c. Call frequency ratio
  - d. Calls per day
  - e. Average cost per call
  - f. Average order size

**QUESTION 3**

**(15 marks)**

**General Questions:** Answer any 5 of the 8 questions below      **3 Marks Each**

- a) Explain the difference between **Sales and Marketing** in a tabular form
  
- b) If you are given the role of Sales Manager of Reliance Jio – Data card division. Which are the Qualitative and Quantitative methods you would use to do **Sales Forecasting**?
  
- c) Post your MBA you get a job in ICICI Bank for selling Financial Products to HNIs. How would you go about selling the same? Explain the **steps involved in selling**.
  
- d) Assume that you are the Sales Manager in Nestle and you have a team of 10 sellers in your team. How would you go about motivating them using **Maslow's Hierarchy of needs** theory so that they are motivated to perform and achieve their annual quota?
  
- e) You are the Sales Head of TCS. You are told that your sales team needs training in the latest technologies so that they can sell better. How would you go about **designing the training** program for your Sales team?
  
- f) You are part of the Sales Team in Wipro and you and your colleagues are not happy with the compensation you get. What are the different **compensation plans** that you think the company can offer in order to motivate Sales Teams?
  
- g) You have been told by your Marketing Head that your Sales Team's performance appraisals need to be done. Explain how you would go about doing an Outcome Based Performance Evaluation. What do you think are the pros and cons of Outcome Based **Performance Evaluation**?
  
- h) What is Sales Management? Explain the key Marketing Concepts.

**QUESTION 4**

**10 marks)**

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Fill in the Blanks

**2 Marks Each**

a) **Sales Organization**

**Marketing Organization**

b) **Types of Personal Selling**

c) Sales Management Process

d) SMART Concept of Selling

S \_\_\_\_\_

M \_\_\_\_\_

A \_\_\_\_\_

R \_\_\_\_\_

T \_\_\_\_\_

e) Three Stages of Socializing the Sales Person in the organization

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