

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

Maximum Marks: 50

Duration: 3 Hours

Date: 7th April 2018

Instructions

1. Q 8 is compulsory. Attempt any 4 questions from rest
2. *Use of Personal Course pack given by Faculty is ALLOWED as reference material. 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)**

- a) Discuss the evolution of Sales in the way of different era. Are those era still relevant in the current sales management context?
- b) What is Boomerang Method to handle Objections?

QUESTION 2 **(10 marks)**

- a) What are the service outputs delivered by Marketing Channels? What are the parameters for comparing Channel Designs?
- b) What is the role of a Manufacturer's Representatives and how this is different from a dealer?

QUESTION 3 **(Any Two)** **(10 marks)**

- a) What are the Building Blocks for a Sales Compensation Plan?
- b) Write a small note on Selling Skills.
- c) What are the different types of Channel Powers?

QUESTION 4

(10 marks)

- a) What would a SWOT analysis of Moonka Auto reveal about strengths, weaknesses, opportunities and threats? What alternatives are available to Mr Agarwal, and what criteria should guide his choice of alternatives?
- b) Using Ansoff's product – market matrix to analyze Moonka Auto situation, determine whether Moonka Auto should follow a strategy of market penetration, market development, product development or diversification?

QUESTION 5

(10 marks)

- a) “On May 1, 1998, David Thomas was transferred to the Syracuse, New York, a division of Pilgrim Drug Company, as division sales manager”

Is assigning territory through Seniority an important factor? Comment

What were the difficulties David Thomas had to face while redesigning the Sales Territories? Why David Thomas wanted to redesign the sales territories?

Assume that Clifford Nelson resigns as he gets an excellent offer from a competitor. What David Thomas should do to achieve the desired market share in the revised scenario?

- b) Explain Mental Accounting in in the context of proposing a sales scheme for a real estate property to a prospective customer.

QUESTION 6

(10 marks)

Discuss the decision making unit at a large hospital. How is understanding the decision making unit relevant to the sales strategy for Asclepius?

What are the various Go-to-Market alternatives for Asclepius? What are their pros and cons and which model would you recommend?

Based on the data provided in the case, how many sales people or resellers would Asclepius need to Break Even and effectively cover the market?

QUESTION 7

(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.
- b) Explain Service Selling & Development Selling.

QUESTION 8

(10 marks)

- a) Revenue = Competency * (1M)
- b) Networking within customers to find new leads is the quality of a(1M)
- c) Dealer Share proposed in JSW Shoppe concept was.....(1M)
- d) Types of Channel Powers are – Reward Power, Coercive Power, Status Power, (2M)
- e) Whom would you terminate- Grant Foster or Matt Gibons in the context of the case – Step Smart Fitness? Why? (5 M)

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