

# SDM 03

03.11.2007

Roll No.

Total No. of Questions: 7

Total No. of Printed Pages: 1

Duration (hrs): 3 hrs

Maximum Marks: 50

Note: All questions are compulsory.

## SALES AND DISTRIBUTION MANAGEMENT

1. Marketing is part of Sales Management.... True or False. Explain your argument with suitable examples. (10 marks)
2. Mr. Gurubhai of Shakti Chemicals feels that Distributors are key element in the value chain for reaching customers more effectively. His General Manager (Sales) feels that instead they should have a large sales force to build the business. You as a Management consultant need to advice him on the pros and cons of having a distribution network. Also you need to advice on what will be the steps in appointing a distributor w.r.t. a chemical industry (including ways to motivate and retain the distributors). (15 marks)
3. Pedisons Laboratories, USA has developed a new drink for dogs specifically suitable for Indian climate. They want to launch this product range in 2008 June. You have been recruited as National Sales Head for its Indian operations. And your first assignment is to estimate the market size. You do not have any past data available on this category. How would you go about in estimating the market size? (10 Marks)
4. What do you mean by Hyper Market? The great Indian Kirana's won't survive the onslaught of this Mall culture. Explain. (15 marks)
5. What do you understand by a Franchisee Model? Explain the issues and concerns that the organization needs to address with regards to appointing franchisees. (15 Marks)
6. Write Short Notes on...(Any Two)
  - a. Supply Chain Management (10 Marks)
  - b. Multi-Level Marketing (10 Marks)
  - c. Channel Conflict (10 Marks)
7. How would you go about in appointing a sales force? What are the ways in which you as head of a sales team will motivate your team members. Also if you need to recruit a sales force; what are the ways in which you will appoint them? (15 Marks)