

6. Write short notes on the following (Any 3) :

(6×3=18)

- (i) Channel Positioning
- (ii) AIDAS Theory of Selling
- (iii) Retail Selling
- (iv) Selling Skills

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 5270

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Unique Paper Code : 2923062013

Name of the Paper : Sales and Distribution  
Management

Name of the Course : BMS

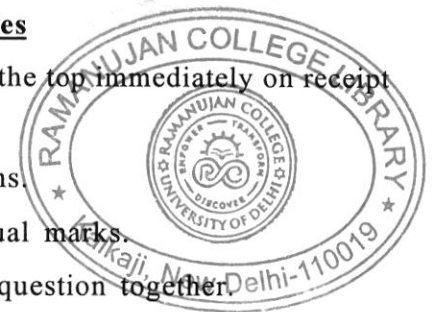
Semester : IV

Duration : 3 Hours

Maximum Marks : 90

**Instructions for Candidates**

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt any 5 questions.
3. All questions carry equal marks.
4. Attempt all parts of a question together.



1. (a) Explain the Selling Process. What precautions a salesperson has to take at each of these levels in order to achieve sales? (9)

- (b) The Indian steel sector faces stiff competition from cheap Chinese imports in steel scrap industry. Many steel scrap sellers have reduced their costs by downsizing the sales staff and reducing the number of sales calls. Amazing Alloys, on the other hand, has instructed its sales people to make frequent calls to a large number of customers. The salespeople are motivated to take a share of the additional profit that they will generate with this exercise and in the process satisfy management's desire to gain market share. What is the role of personal selling in the steel scrap industry and in Amazing Alloys? Do you think this strategy will work? (9)
2. Consider the following quota statement "Our target is to increase sales in all territories in the next 6 months by making sales calls through improved relationship with current customers and better communication with potential customers."
- (a) Critically analyse the above quota statement? How can it be further improved? (6)
- (b) What problems the manager may have faced while setting the quota statement? (6)
- (c) Explain the various methods of fixing sales quotas? (6)

3. (a) What are the major contributions of distribution channels to a society? Is it possible to imagine a society without distribution channels? (9)
- (b) What is meant by customer-oriented channel? How is it different from a conventional marketing channel? (9)
4. (a) The major problems in designing sales territories is to define geographic units. In many instances, a wrong decision on the design of the territory may lead to functional problems for sales managers. What are the various problems that a sales manager may face in a wrongly designed territory? (9)
- (b) What do you understand by logistics planning? Explain the components of a logistics plan. (9)
5. (a) What are the sources of channel power? How is channel power related to channel dependence? (9)
- (b) Assume yourself as marketing head of "Swiggy" and you understand that food quality and managing partnership with food supplier is quintessential. What strategy will you adopt for your company in these two dimensions of success? (9)