

**DEPARTMENT OF MANAGEMENT
SCHOOL OF MANAGEMENT & BUSINESS STUDIES
JAMIA HAMDARD**

Odd Semester Examination (Online) January 2021

MBA- III [Semester]

Subject Name: Sales and Distribution Management

MM: 75

Subject Code: ...MBA-GE-MM-02

Time: 03Hours

Email Id of the Examiner: drreshmanasreen@jamiahamdard.ac.in

Email Id of the Assistant Superintendent of Exams: assistant.superintendent.exams@gmail.com

Email Id of Dean: deanmanagement@jamiahamdard.ac.in

Note:

- Students have to submit the **Scannedhand written solution** to the Examiner, Assistant Superintendent of Examination and Dean on the email IDs as mentioned above.
- Students shall use **ruled white paper & blue ink** to write the solution. Each page must have a **serial number and the signature** of the student.
- **An additional ½ an hour will be given to the examinees to scan the answer sheets, convert it into single PDF and upload it on the id's given on the question papers.**
- If any two copies are found to be similar then both the copies shall be cancelled. Such students will be considered/ tried for unfair means.
- The attached PDF shall be named as follows –
Full Name-Enrollment Number-Course-Semester-Subject Abbreviation (Example: Rabia Shaheen-2017-334-032-MBA-V-SDM) and students shall also mention the same in subject line of the email & his/her answer copy also.
- Answer All Questions, each carry equal marks.

Q1. Assume you are a regional sales manager of Bajaj Auto Limited, and you are asked by your General Manager (Sales and marketing) to submit your salesforce strategy and tactics to achieve an increase in sales volume by 20 percent for the next financial year. Make suitable assumptions wherever necessary.

Q2. Need-satisfaction method of sales presentation is effective with the use of FAB approach. Identify at least two features, two advantages and two benefits for the following product or services assuming you are going to make these presentations to a prospective customer (make assumptions to qualify and define your prospect).

- a) Dishwasher
- b) Air Fryer
- c) Health Insurance

Q3. You are appointed as a branch manager by Lacoste at Gurugram (NCR) for selling its whole clothing line, shoes, leather goods and accessories. This is a new branch covering Eastern Haryana and West Delhi. For deciding on the expenditure budget for each item of selling expenses, which of the following method would you use and why?

- i) Percentage of Sales Method
- ii) Executive Judgement Method
- iii) Objective and task method.

Q4.Explain the channel flows required for a company selling electric motors and pumps and identify the channel intermediaries who can best perform these flows. Describe the Supply Chain elements that you'll keep for effective distribution.

Q5. All-in-one is a large (2500 sq.ft.) well established individual retailer in a prominent Delhi locality. They have aregular clientele of hundreds of local citizens. Recently two major national retail chains have opened supermarkets in the same locality. Mr. Sushil Agarwal, owner of All-in-one is worried. Should he enhance the value added services from his store(reducing his profitability) OR should he sellout to a third retail chain which also plans to enter the same area? What should he do and Why? Make suitable assumptions wherever necessary.

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