



# GL BAJAJ

Institute of Management & Research

Approved by A.I.C.T.E., Ministry of HRD, Govt. of India

Roll No.....

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.)–201306

POST GRADUATE DIPLOMA IN MANAGEMENT (2019 -21)

**MID TERM EXAMINATIONS (TERM -IV)**

**Academic Session- 2020-21**

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Subject Name: Sales & Distribution Management

Time: 01.30 hrs

Sub. Code: PGM02

Max Marks: 20

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**Note:**

**1. Writing anything except Roll Number on question paper will be deemed as an act of indulging in unfair means and action shall be taken as per rules.**

**2. All questions are compulsory in Section A, B & C. Section A carries 1 Case Study of 8 marks. Section B carries 3 questions of 2 marks each and Section C carries 2 questions of 3 marks each.**

**SECTION – A 04+04 = 08 Marks**

**Q. 1: Case Study: Scotia Ltd**

Scotia Ltd have been suppliers of packaging materials, that is, cardboard boxes, paper board and carding, for 50 years. Their works occupy a site owned by the company adjacent to vacant land also owned by the company and cleared for industrial development. At present, this land makes no contribution to the income of the company. Analysis of the company's present sales show dominance by traditional customers in a 50-mile radius of their works. Market penetration tends to decrease noticeably as distance from the base increases. Although the company has a large turnover in its own regional area, this is relatively small compared with other UK suppliers. Scotia does very little advertising, what is done being confined to Yellow Pages and a once every two years small stand at the Printing and Packaging trade exhibition. There is no publicity manager, and any promotional activity is handled by the managing director or sales director. The company has no branding, all material being supplied printed for the particular user or unmarked. Sales representation is well below that of competitors of equivalent size, but the company considers that this is offset by the regional location of the representatives. Of the ten-strong sales force, about half are within ten years of retirement, and all are male. The company has no systematic programme for training salespeople, sales manuals as such do not exist and new inquiries are dealt with by the sales manager and inside service personnel using the salesperson as liaison. Any contact after the initial enquiry is usually made informally between the representative and inside production personnel. The firm has never been a product leader, and there are no unique product advantages. There are relative weaknesses in that the company is unable to produce the newer packaging materials sought by many of its customers, although an investment in shrink-wrapping machinery lies underutilised. Competitors have always led on innovations in materials and printing techniques. The company's products are competitive on price and sales have been increasing steadily in absolute terms. At present, the competition seems to be increasingly active, and in the last financial year sales volume for Scotia fell. The current managing director, son of the founder of the business, has called you in for advice on their sales operations. There are no exports.

Q1A: In your evaluation of the sales function of Scotia, what are current challenges in the selling process?

Q2B: Consider the strengths and weaknesses of this company, and discuss how Scotia can increase sales. What are your proposals for improving the effectiveness of the sales force?

**SECTION – B 02×03 = 06 Marks**

Q. 2: Explain the process of setting sales quota through Market Estimates Method.

Q. 3: Explain the difference between Suspect, Prospect and Lead.

Q. 4: 4: Suppose you are faced with the following problems as a sales manager (a) Salespeople are not spending adequate time to develop new customers and (b) salespeople are selling less-profitable product more than high-profitable and easy-to-sell products to achieve their sales volume quotas.

Suggest a plan that can be used to solve these problems..

**SECTION – C 03×02 = 06 Marks**

Q.5. Describe how companies use social media as a selling tool? Give the suitable example of organization which is using extensively social media to acquire and engaging the customer?

Q. 6. Among the sales territories of a particular organization there are two territories which have been rated very low sales potential according to Sales & Marketing Management magazine's latest annual estimates. The district sales manager is thinking about assigning its two lowest performing salespeople to these two territories because he thinks this extra challenge will either motivate them or cause them to quit which would be okay since it would allow him to avoid the unpleasant task of possibly firing them later anyway. No matter what the outcome, it seems like a win-win from sales manager's perspective.

**What would you do if you were the district sales manager and why? Justify your answer.**