



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 (2017-19) MID TERM EXAMINATION (TERM-IV)

Subject Name- **Sales and Distribution Management**
Subject Code-**PGM02**

Time: **01.30 hour**
Max Marks: **20**

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, 8marks, Section B carries 3 questions of 2 marks each and Section C carries 2 questions 3 marks each.

SECTION A

04+04=08 Marks

Q. 1: Case Study- **Read the case and answer the questions below:**

Mr. Pradeep Gupta, GM (Sales and Marketing) of KR Cash and Carry Pvt. Ltd. based in Kolkata was highly concerned to find a drop in sales for the past 3 months from January to March 2016 and there was no growth in sales for the year 2015-16. He wondered if this was due to attrition of sales persons in the past 6 months. In the last monthly performance review meeting on March 8, 2016, he did ask the three sales managers, to whom salespersons report, to analyze the situation and come up with the suggestions in April performance review meeting.

KR Cash and Carry Pvt. Ltd.(KRCC) is a wholesaler for food and non-food items. He is selling to business users (B2B Selling) mostly on cash and carry basis. As a leading wholesaler, the territory covered by its salespersons is the entire city of Kolkata. Mr. Pradeep has segmented the market basis on three 'Type of customer'- Small Retailers, Small Business like Hotels, Restaurants etc. and Caterers in Institutions like college, Schools and hospitals. Each market segment is manned by group of salespersons and headed by sales manager. The salespersons are asked to follow certain guidelines and norms such as visiting at least 10 customers a day followed by submit a report daily sales report in standard format. The sales persons also needs to communicate the information about the availability of products, prices and special offers to their respective customers. Currently salespersons treat all the customers alike without any classification. They maintained a transactional relationship with their customers. The salespersons used the standard AIDA formula for making sales presentation to their customers.

In the meantime, Pradeep received a call from the company's MD, expressing displeasure on stagnating sales for the year 2015-16 and declining sales of the last quarter. Mr. Pradeep was told by the MD to be ready for a performance review meeting in the next week. Thereafter, Mr. Pradeep called an urgent meeting of 3 Sales Manager to know the reasons for the poor sales performance and about the attrition of the salespersons. He also asked the sales managers to give action plan to improvement.

During the meeting sales managers gave the following reasons:

- The salespersons feel that they are not paid adequately as compared to their efforts.
- The salespersons are not given the update on the prices and availability of the company's products.
- For those small business and Institutional customers who do not buy on cash and carry basis there are many instances of delayed deliveries.

Mr. Pradeep was doubtful about some of the reasons and suggestions given by the sales managers. He thought that all aspects of stagnating growth in sales have not been dealt with. Pradeep wondered how to make his presentation to the MD comprehensive.

Questions:

- a) Should Mr. Pradeep accept all reasons given by the Sales Managers? What could be other different reasons for declining the sales according the you?
- b) What should be sales plan and corrective actions needed to improve the growth in sales?

SECTION B

02×03 = 06 Marks

Q.2: What are major differences between selling and marketing? Give the example of any organization of your choice to explain Marketing and Sales activities?

Q.3: What are the different types of personal selling? Explain with examples?

Q.4: What is BATNA in principled negotiation and list out the steps to find out BATNA?

SECTION C

03×02 = 06 Marks

Q.5: ABC Ltd has 2 types of existing and new customers namely Class A (1000) and Class B (2000) based on sales potential. They are to be covered by the company sales executives in entire state. Class A customers require 24 calls a year and Class B customers require 12 calls a year. For one call (meeting), time require for a Class A customer is 60 minutes and for a Class B customer is 30 minutes. ABC Ltd analyzed and come to conclusion that the available selling time for a sales person in a year is 720 hours. Calculate the total numbers of salespersons required based on workload method?

Q.6: What are major factors contribute to become effective salesperson? Give examples on these factors for effective prospecting and sales closure.