



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

POST GRADUATE DIPLOMA IN MANAGEMENT (2018-20) MID TERM EXAMINATIONS (TERM -IV)

Subject Name: **Sales and Distribution Management**

Time: **01.30 hrs**

Sub. Code: **PGM 02**

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 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:

Ring Bell Ltd (RBL)

Mr. Mohit Arora, COO- UP West and Utrakhhand of Ring Bell Ltd(RBL) was wondering what sales strategies he should use to achieve ambitious target of 40% growth in sales and profits set for the UP West and Utrakhhand clusters for current year.

Company Background:

Ring Bell Ltd. (RBL) is fully owned subsidiary of UK based group, which has operations in 20 countries. The company has state-of-art optic fiber network in India. It offer broadband, voice, data, CCTV and video across 10 states in India and plans to roll out in the other states also.

Services Offered:

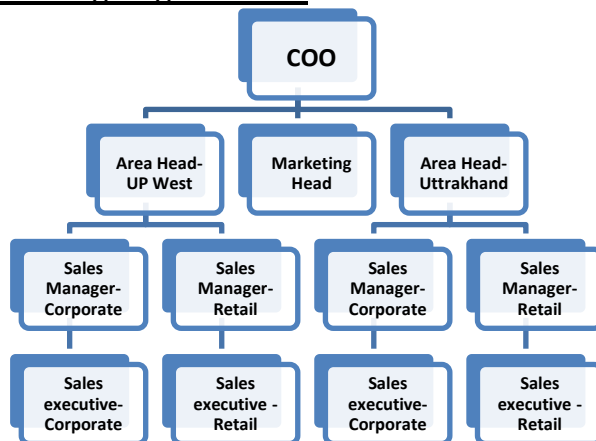
Ring Bell Ltd (RBL) offers following services to corporate (B2B) and home (B2C) users:

Corporate users(B2B customers)	Home users(B2C customers)
Data connectivity services	Broadband and Internet telephony
Voice connectivity services	Voice
CCTV Commercial	Smart TV Connection & Live TV
IOT Devices	Fiber To Home & CCTV devices

Competition:

Major competitors of RBL are Reliance Jio, Easy Net, Airtel, and Spectranet.

Sales and Marketing Organization:



Present Sales Strategy:

The company had unique composition of salesforce. For corporate customers, each branch office has 3-4 sales executives who are the direct employee and are paid fixed salary and incentives based on their performance against sales target. For home users the company employs sales executives on

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contract basis and they are being paid on straight commissions. The sales executives were given monthly sales target and they are asked to submit sales report daily in standard format. A close control on the sales executive are kept to avoid any manipulation such as overpromising customers to achieve the sales targets.

Sales executives are required to have good technical knowledge as well as communication, negotiating and selling skills. Company has proper training module for sales executives and they were trained before actual selling. In spite of an effective training program, some sales persons could not achieve the monthly sales target.

Distribution Channels: For corporate (B2B) customers, for ensuring long term relationships, company use its corporate sales executive and for home customers, company use B2C sales executive. Online platform and telemarketing are used for mainly generating the leads. After getting qualified leads the sales executive visit the customer to give proposal, make presentation and final negotiation to close the sale. The company has dedicated team for installation and after sale services.

Promotion: RBL team participate in trades shows to generate corporate/B2B leads, prospects and new customers. They regularly advertise in telecom magazines and on the internet. In addition the company is on the list of sponsors of “Kabaddi League”. These promotional tools helped sales executives as they created awareness and brand image.

Mr. Mohit Arora is not sure whether present sales and distribution strategies would be adequate to achieve the ambitious growth target. Home/office security and Broadband market has immense potential and rapidly growing but competition is also intense. Mr. Arora is meeting with his team members, Area Head- UP west, Mr. Puneet and Area Head- Utrakhnad, Mr. Ravi and he is looking forward to discuss the plan to achieve this sales target.

Q.1(A): What are the challenges in the current sales practices and lead generation in RBL?

Q.1(B): Few corporate and retail sales executives could not achieve their monthly target. What new initiatives should be taken by Mr. Puneet and Mr. Ravi in order to ensure the target of 40% growth?

SECTION – B

02×03 = 06 Marks

Q. 2: What is BATNA? Explain the various steps briefly.

Q. 3: How would the sales job differ in the following situation?

- (i) Pharmaceuticals salesperson calling on doctors
- (ii) Nike salesperson selling shoes at the company’s retail outlet?

Q. 4: What are the lead generation methods for financial services products like Mutual Fund, Insurance and Wealth Management?

SECTION – C

03×02 = 06 Marks

Q.5. Discuss the process of identifying training needs of salespersons. What kind of training program would you suggest in the following situation: -

“Training of newly recruited Sales Head for FMCG Company”

Q. 6. 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?