

**PGDM (IB), 2020-22**  
**Sales & Distribution Management**  
**IB-332**

**Trimester – III, End-Term Examination: April 2021**

Time allowed: 2 Hrs 30 Min  
Max Marks: 50

Roll No: \_\_\_\_\_

**Instruction:** Students are required to write Roll No on every page of the Answer Sheet. All other instructions on the question paper / notifications should be followed meticulously.

Sections	No. of Questions to attempt	Marks	Total Marks
A	Minimum 3 question with internal choices and CILO (Course Intended Learning Outcome) covered Or Maximum 6 questions with internal choices and CILO covered (as an example)	3*10  Or 6*5	30
B	Compulsory Case Study with minimum of 2 questions	20	20
			<b>50</b>

Section A

Q1. Your boss always uses you as a sounding board for his ideas. Now he wants you to act as the unofficial messenger passing his ideas to the staff and informing him about their feedback. How comfortable are you in such a situation? Submit a write up in 300 words about your feelings. ( CILO 2, 10 marks)

Or

Q1. Have you made a comment for which you have regretted later? Describe the circumstances of your verbal blunder and explain the consequences. (CILO 2, 2X5 marks)

Q2. Visit the websites of Hindustan Unilever Ltd, Marico Industries and Dabur India Ltd. Collect their annual report for last 5 years and develop a forecasting model for predicting the sales for the shampoo and hair oil categories. Eliminate the last year sales from the database and do the forecasting. Find out the robustness of your model and suggest steps to improve its accuracy level. (CILO2, 2X5 marks)

Or

Q2. Knowledge management module helps in capturing and recording tacit knowledge for organizational benefits. Elaborate the statement with two unique examples. (CILO2, 2X5 marks)

Q3. In the Sales & Distribution project done by you explain the following: (a) levels of distribution (b) margin at each level (c) which level has the highest margin and which has the lowest (d) Is the existing distribution optimal?(If not, suggest a better option) (CILO1, 4X2.5 marks)

Or

Q3. What are the legal requirements/challenges for an overseas channel distribution? Explain with an example. (CILO 1, 10 marks)

## Section B

### **LG becomes first major smartphone brand to withdraw from market**

*It shipped 23 million phones last year which compares with 256 million for Samsung...*  
Reuters , April 05, 2021, 15:00 IST

In better times, LG was early to market with a number of cell phone innovations including ultra-wide angle cameras and was once in 2013 the world's third-largest smartphone manufacturer behind Samsung and Apple. South Korea's LG Electronics Inc said it will wind down its loss-making mobile division - a move that is set to make it the first major smartphone brand to completely withdraw from the market.

Its decision to pull out will leave its 10% share in North America, where it is the No. 3 brand, to be gobbled up by smartphone titans Apple Inc and Samsung Electronics.

The division has logged nearly six years of losses totalling some \$4.5 billion, and dropping out of the fiercely competitive sector would allow LG to focus on growth areas such as electric vehicle components, connected devices and smart homes, it said in a statement.

In better times, LG was early to market with a number of cell phone innovations including ultra-wide angle cameras and was once in 2013 the world's third-largest smartphone manufacturer behind Samsung and Apple.

But later, its flagship models suffered from both software and hardware mishaps which combined with slower software updates saw the brand steadily slip in favour. Analysts have also criticised the company for lack of expertise in marketing compared to Chinese rivals.

Also read: [The Importance of Emotional Content/Triggers in Content Marketing](#)

Currently its global share is only about 2%. It shipped 23 million phones last year which compares with 256 million for Samsung, according to research provider Counterpoint.

In addition to North America, it does have a sizeable presence in Latin America, where it ranks as the No. 5 brand.

"In South America, Samsung and Chinese companies such as Oppo, Vivo and Xiaomi are expected to benefit in the low to mid-end segment," said Park Sung-soon, an analyst at Cape Investment & Securities.

While other well-known mobile brands such as Nokia, HTC and Blackberry have also fallen from lofty heights, they have yet to disappear completely.

LG's smartphone division - the smallest of its five divisions, accounting for about 7% of revenue - is expected to be wound down by July 31.

In South Korea, the division's employees will be moved to other LG Electronics businesses and affiliates while elsewhere decisions on employment will be made at the local level.

LG will provide service support and software updates for customers of existing mobile products for a period of time which will vary by region, it added.

Talks to sell part of the business to Vietnam's Vingroup fell through due to differences about terms, sources with knowledge of the matter have said.

Q1. LG shutting down its worldwide mobile phone manufacturing has more to do with distribution than product innovation. (CILO3, 10 marks)

Q2. LG entering other growth areas like electric vehicle components, connected devices and smart homes which present larger opportunities. Comment.( CILO-3, 10 marks)

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