

**PGDM 2014-16**  
**Sales & Distribution Management**  
**DM-331**  
**Trimester – III, End-Term Examination: April 2015**

Time allowed: 2 Hrs 30 Min

Max Marks: 50

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

**Instruction:** Students are required to write Roll No on every page of the question paper, writing anything except the Roll No will be treated as **Unfair Means**. In case of rough work please use answer sheet.

**Note:** There are 3 sections in this paper. Answer briefly and to the point.

**Section – A (15 marks)**

**Answer any 3 Questions (5 marks each)**

Q.1. Discuss the role of the Sales and Distribution function in creating and in retaining customers. What should be the involvement of Company Sales personnel in deciding the right product offering both in terms of quantity and quality? Provide suggestions for facilitating this.

Q.2. What should a firm look for when it hires, front line sales personnel? List in order of importance the capabilities and behavioural attributes that make for an ideal sales person. What unique contribution can these employees make that their counterparts in the other sub functions of marketing can't and why?

Q.3. Write about choices of distribution channels and other aspects of the third preferred to as "Place" in popular marketing parlance. For a new entrant what type of Distributor profile should it look for? Discuss pros and cons of your recommendation.

Q.4. Discuss the right approach in handling the vexatious issue of non moving/slow moving variants. What is wrong with the conventional approach followed by most companies and what are the implications for the long term in terms of sales, market share and profitability?

Q.5. What should a firm look for when it hires, front line sales personnel? List in Order of importance the capabilities and behavioural attributes that make for an ideal sales person. What unique contribution can these employees make that their counterparts in the other sub functions of marketing can't and why?

**Section B (20 marks)**

**Answer any 2 Questions (10 marks each)**

Q.1. What should be the objective in a firm deciding the number of SKUs that it should have for meeting its progressive sales plan? What are the advantages in having a small number of SKUs instead of a larger number. Why would most sales people in India want a larger number of SKUs.

Q.2 Write a recommendation on expectations from channel partners. Make specific suggestions for each type of Channel partner. Do you think that each type of Channel partner has unique responsibilities? Or are they linked? Give details to substantiate your submission.

Q.3 Discuss the concept of Sales Forecasting. What should be the approach to developing a realistic sales forecast in terms of considering the relevant variables involved. Describe the simple Regression technique. What is its major Assumption?

### **Section – C (15 marks)**

#### **Compulsory Case Study**

Read the following caselet and answer both questions

#### **Western Digital's Entry Into India's PC Space**

Western Digital Corp, one of the world's leading hard drive manufacturers, has announced its distribution tie-up with Picol Ltd, a leading distributor of computer technology products in the country.

For Western Digital, the agreement leverages Picol's nationwide distribution network spanning 20 cities and encompassing over 3000 channel partners. Picol's extensive infrastructure of 21 branches, service centers and stocking warehouses in the country will provide further support to Western Digital's marketing and sales development in India.

Picol will market Western Digital's entire range of award winning products including WD Protégé, WD Caviar SE, and WD Raptor. A supplier to the world's largest PC manufacturers, Western Digital has more recently partnered with Zenith Computers in India, in addition to strengthening its customer support infrastructure

The partnership with Picol is in line with Western Digital's plans to provide world-class distribution infrastructure in India. The firm is known globally as the leader and pioneer in both technology and quality hard drive products. According to the resident CEO of Western Digital in India "this distribution tie-up will enable us to make available high quality, reliable and high performance hard drives at competitive prices to every segment of our focused business. Along with distribution of Western Digital drives into the channel network, we also intend to integrate Western Digital drives into our own Krypton branded PC systems".

As per MAIT(Manufacturer's Association of Information Technology) estimates. PC sales in India are expected to reach 4.8 million units by 2007 up 20% over the previous years figures. Given this high growth trend, the Indian PC market is a strategic focus area for Western Digital.

Q. 1 Comment on Western Digital's choice of Distribution strategy. Is it wise to put all its eggs into one basket by relying on a single channel partner? On the other hand it could be seen as an advantage for a foreign company entering the Indian markets to go with the "tried and trusted". Use your knowledge of channel partner selection to help you with your answer.

**7 marks**

Q.2 What type of compensation, training and motivating approach would you recommend for the channel partner/partners finally selected. Which would be the priority areas for ensuring customer satisfaction and best retention? Given the fragmented nature of the Indian PC market, what would you advise the firm and its partners to watch out for to ensure the quality image of its products?

**8 marks**