

PGDM – RM 2016-18
Sales & Distribution Management
RM - 302

Trimester – III, End-Term Examination: March 2017

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**. All other instructions on the reverse of Admit Card should be followed meticulously.

Sections	No. of Questions to attempt	Marks	Marks
A	3 out of 5 (Short Questions)	5 Marks each	3*5 = 15
B	2 out of 3 (Long Questions)	10 Marks each	2*10 = 20
C	Compulsory Case Study	15 Marks	15
Total Marks			50

Section – A

1. A lead management tool has specific function and always helps in classifying prospects and hot leads. Explain with suitable examples, preferably from your OJT / STP.
2. In what situation should one go for individual sales agents? What are the benefits of using individual sales agents in Indian FMCG markets?
3. What are the top three technological changes introduced into the selling process which have helped in managing cost and the design of the sales organization in the Indian context?
4. What are the various kinds and shapes of territories that can be designed for sales organizations and what criteria should a sales manager use while designing these sales territories?
5. Should a salesperson participate in the determination of quota? If yes, what precaution should a business manager take while taking a salesperson's view into account?

Section – B

6. Training at the customer's site is a common method of On the Job Training. Does it add to the customer cost for the service for the firm? Suggest industries in which this kind of sales training is given. How effective these methods for non-technical salespeople?
7. a) Salespeople often get rejected by customer, which leads to low motivation. Narrate your OJT experience and identify what kind of training programmes can be designed for reducing stress level.

- b) What factors influence the motivation of salespeople? How does a sales manager respond to the challenges posted by these factors? Explain various steps involved in the design of a sales force motivation program?
8. What are the sales recognition programs? Illustrate few recognition program that you encounter during your OJT. Why it is difficult to evaluate salespeople working in a team? What are the new methods used for evaluating salespeople working in a teams?

Section – C

Pantaloon Parade

Pantaloon Parade is one of the leading retail brands in India. They have a chain of garments and fashion accessories outlets in different cities. They are facing problems of attrition in some of their stores in Bangalore for which they have developed a radical recruitment process compared to the original hiring process followed in the organization. A centralized electronic hiring process replaced the 400 store managers. In the original hiring process the store managers were responsible for recruiting the retail sales staff. In the new system the company interviews and hires people over telephone from its headquarters.

The applicants fill an application for the store where they wish to work and submit the application to the manager who checks it for inconsistency, incompleteness, and illegibility. If the application is found to be consistent, then the store manager gives a toll free number to the applicant to call for an interview in which an electronic voice leads the applicant through an inventory of yes and no questions about honesty, morality in profession, drug and other stimulant usage behavior, and on other personal habits. Answers are entered in a touch-tone phone and the computer records responses and the time taken in responding to the questions. Interviewers at the corporate office evaluate the record and design a set of questions for a follow-up live interview in which the applicant gets a chance to explain his answers and reasons for his choices. The interviewers are trained to interpret the response behavior that includes pauses, changes of tone, and speech pattern. The local store managers only do the initial screening job and rarely challenge the new system and its effectiveness. This method has reduced the retail sales force turnover substantially.

Questions:

1. Do you think Pantaloon Parade's new hiring process is more reliable for recruiting qualified retail sales force than the store manager's method of interview and the paper and pencil method of honesty tests? Will you recommend such hiring process wherever you did your OJT, why or why not?
2. How would you feel when you are asked to give an interview by voice mail? Is there a possibility that qualified or able candidate will be passed over by the electronic screening process? Why or why not?
3. Is it true that electronic screening is a better method to remove bias of the store manager and stereotyping in the selection process than the traditional method of personal interview?
4. How much has an electronic hiring system changed the role of the retail sales manager? Do you think this change is better? If so, why?