

PGDM IB, 18-20
Sales and distribution management
IB-314

Trimester – III, End-Term Examination: March 2019

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)	10 Marks each	3*10 = 30
B	Compulsory Case Study	20 Marks	20
		Total Marks	50

Section A

Q1. You are an Area Sales Officer in an organization. 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? Write in 500 words about you feelings. (10)

Q2. What do you mean by prospecting? What methods will you follow for prospecting in the following product sales: (a) Wine (b) Cigarette (c) Industrial lube (d) Washing machine (4x2.5)

Q3. Sales organizations should be adaptable to changing circumstances and emerging market environments, failing which the structure as well as the processes will become redundant. Explain the above proposition with suitable examples of Indian organizations and how they have evolved over different periods of time. (10)

Q4. Chandrika Pharma operates in two states, determine its gross margin, net profit and sales/net profit ratio. Why do the sales/net profit ratios in Bihar and Maharashtra differ? What is the meaning of this ratio to a sales manager? (6+4)

Items	Bihar	Maharashtra
Sales	12,00,000	13,20,000
Cost of sales	85,00,000	-81,16,000
Gross margin		
Expenses	-1,55,000	-1,63,000
Net profit		
Sales/net profit ratio		

Q5. The sales team of HUL has a compensation plan which involves fixed and variable financial component, fringe benefits, non-financial rewards, recognition programmes, sales contest etc. Take the example of the compensation of an Area Sales Officer and detail out the various components. You can assume values. State all the assumptions. (10)

Section B

A company supplies materials from two plants (P1 and P2) to four markets M1, M2, M3, and M4. The location map of the two plants and the four markets is given below:

	Total volume moving(Vi) in tons/month	Transportation rate(Ri) in Rs/ton/km	X coordinate(Xi)	Y coordinate(Y i)
P1	4000	2	3	1
P2	2000	2	1	7
M1	1400	2	4	11
M2	2000	2	5	4
M3	2200	2	1	11
M4	400	2	1	3

$$X = \frac{\sum V_i R_i X_i}{\sum V_i R_i}, Y = \frac{\sum V_i R_i Y_i}{\sum V_i R_i}$$

$d_i^2 = [(X_i - X)^2 + (Y_i - Y)^2]^2$, where d_i is the distance from the new warehouse from all other markets and plants

X coordinate(Xi)	Y coordinate(Y i)	di
3	1	
1	7	
4	11	
5	4	
1	11	
1	3	

Find d_i for the preceding table.

X_i	Y_i	d_i	V_i	R_i	$V_i R_i / d_i$	$V_i R_i X_i / d_i$	$V_i R_i Y_i / d_i$

$$X = (V_i R_i X_i / d_i) / (V_i R_i / d_i) ; Y = (V_i R_i Y_i / d_i) / (V_i R_i / d_i)$$

Use one of two iterations of d_i and calculate the total transportation cost. What is the rationale for using more than 2 iterations? Does it give better results? (15+2.5+2.5)

	10 Marks each	30
Complementary Case Study	20 Marks	20
Total Marks		50

Section A

- Q1. What is demographic? How is it different from ethnography? What are its advantages and disadvantages? What are its marketing applications? (10)
- Q2. When will marketing appears to be a lucrative strategy. It is difficult for marketers to predict its success. Outline the steps you would take as a marketer to explore the strategic potential for viral campaigns. (10)
- Q3. What are the different and characteristics of big data? What are its business applications? (10)
- Q4. What are the different components of Google's search algorithm? (5)
- Q5. What is a black hat SEO? Describe some common black hat SEO techniques. (5)
- Q6. What is a smart TV? Discuss its applications with 3-4 real-time examples. (5)
- Q7. Explain the pros and cons of using mobile applications vs. a mobile browser. (5)

Section B

- Q8. Read THE KING OF RETAILING CASE AND ANSWER THE FOLLOWING CASE
- Q9. How would you evaluate the reasons behind the success of Amazon.com? (10)
- Q10. Discuss the customer model of Amazon. (5)
- Q11. How the new e-commerce guidelines announced by Government of India might affect Amazon's India business? (5)