

Name:

Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, May 2019

Course: Sales & Distribution Management
Program: BBA CORE
Course code: MKTG 1001

Semester: IV
Time: 03 Hours
Max. Marks: 100

SECTION A

(Total 10 marks)

Q.No.	MCQs (Attempt All)	Marks	CO
1.	Spark a desire for the product - comes in which stage of Personal Selling process? <ul style="list-style-type: none">• Approach• Prospecting• Closing• Making the presentation	1	1,2
2	Who is one of the types of sales people? <ul style="list-style-type: none">• Tele callers• Direct sellers• Retail seller• Order Takers	1	
3	Follow up is done to _____. <ul style="list-style-type: none">• Please the customers• Get more orders• To ensure that the customers gets the best service from the product• Fulfill the company requirements	1	
4	_____ is a factor that affects choice of Channel. <ul style="list-style-type: none">• Product• Price• Promotion	1	

	<ul style="list-style-type: none"> • Control 		
5	<p>Marketing intermediaries help the manufacturer in all the ways except _____.</p> <ul style="list-style-type: none"> • Financing • Risk taking • Providing information • In designing the channel 	1	
6	<p>_____ involves examining your markets and determining the roles and activities of sales personnel necessary to service these markets.</p> <ul style="list-style-type: none"> • Target marketing • Segmentation planning • Strategic sales force planning • Market forecasting 	1	
7	<p>Members of the marketing channel perform many key functions. Which of the following would be among those key functions?</p> <ul style="list-style-type: none"> • negotiation • sensing • producing • creating 	1	
8	<p>Which of the following is NOT part of the sales process?</p> <ul style="list-style-type: none"> • The pre-approach • Planning the sales presentation • Prospecting • Evaluating sales effectiveness 	1	
9	<p>All the following are major logistics functions <u>EXCEPT</u>:</p> <ul style="list-style-type: none"> • Promotion to wholesalers and retailers • Order processing • Inventory management • Transportation 	1	
10	<p>Intermediaries play an important role in matching _____.</p> <ul style="list-style-type: none"> • dealer with customer • manufacturer to product • information and promotion 	1	

	<ul style="list-style-type: none"> supply and demand 		
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SECTION B

(Total 20 marks)

Q.No.	Short Notes. (Attempt All)	Marks	CO
1	Intensive Distribution vs. Extensive Distribution	4	1, 2
2	Role of Corporate Social Responsibility (CSR)	4	
3	Importance of Time Management for Sales Personnel	4	
4	Horizontal Marketing System	4	
5	Physical Distribution of the products and services	4	

SECTION C

(Total 40 marks)

Q.No.	Descriptive Type Questions (Attempt Any FIVE)	Marks	CO
1.	“Sales analysis is described as a detailed inspection of a company’s sales data and considered as one of the most effective tools for controlling Salesforce” – Comment and justify with examples.	8	3,4
2	Channel intermediaries are a medium of distribution of various goods and services. They play a vital part in the total marketing plan of a company. Describe the various roles undertaken by the channel intermediaries giving suitable example.	8	
3	How do factors like nature of the product, profile of the target market and company resources affect the sales job? Explain by taking the examples of the following selling situations. i. Selling of a consumer durable product ii. Selling of an industrial product	8	

4	“Process of Recruitment and Selection of Sales Force is different for Consumer Products Selling and Industrial Product Selling.” Explain the difference with help of examples.	8	
5	Explain the term “Training” to the Sales Personnel. How would you decide training needs of sales people if you are appointed as a Sales Trainer for a consumer durable company? Discuss.	8	
6	DTDC, a courier company, has always followed the direct marketing route in the business to business segment to increase its customer base. The company is now considering the use of territory management to improve its sales process. Which method would you suggest to DTDC for designing territories? What are the benefits it would get out of territory management?	8	

SECTION D

(Total 30 marks)

Q.No.	Case Analysis	Marks	CO
1	<p>Perform the analysis of the following case:</p> <p style="text-align: center;">Siffco Agro chemicals Ltd (SPL)</p> <p>Siffco Agro chemicals Ltd (SPL), the US-based pesticide major, is planning to enter the Indian market, which they feel has a lot of potential for expansion. The pesticide use by the Indian farmers is still way below the international standards and the scope for growth is considered to be tremendous. Pesticides consumption in India is estimated to be less than 800 gm per acre against 16 kg per acre in the US.</p> <p>While the production plant for the company is to be set up near Mumbai, the company is pondering over the establishment of a distribution system to cater to the needs of far-flung areas. Most of the existing players have a well-oiled machinery for distributing their products and this is considered to be one of their major strengths.</p> <p>Agriculture is the primary activity of the country and the majority of the labour force (more than 65 per cent) is engaged in agriculture and allied activities. While staple foods, such as paddy and wheat, are the major crops of India, there is an increasing trend towards growing cash crops. Most of the existing pesticide companies offer a wide range of products that could be used for a variety of crops. The major challenge for the pesticide companies is to penetrate the village of India where the infrastructure</p>	30	4, 5

– whether in terms of communication or transport – is very poor or underdeveloped. The distribution network is set up after considerable difficulty.

The number of villages in India is estimated to be in the range of 700,000. Most of the farming activity is of course limited to the villages. Most of the farmers are very price conscious and would prefer products of medium quality but high in durability and effectiveness rather than products of extremely high quality. As far as their requirements about the distribution system are concerned, a preliminary study indicates that they are happy with a medium level but reliable service.

Two aspects are paramount. The farmers would like to buy products in as small a quantity as possible. Pesticides are considered to be a grudge purchase and hence the farmers would buy pesticides only to the minimum level possible. Of course, the farmers would not mind spending large amounts of money if they are threatened with the prospect of massive crop loss through pest infection. In such instances, the purchase of pesticides can be pretty high. The farmers normally expect to get the pesticides in stock.

This is mainly with regard to the far-flung areas where the farmers visit, their nearest *mandi* (market) may be once a week or so to make all the essential purchases. So if the item is not available at the shop during his visit, he will have to come again next week to make the purchase. Also, if the pesticide is available in a shop where other farm-related products are also available, it will be convenient for the farmers. One of the major attractions for the farmers is the availability of reliable information about the pesticides and its use. This is highly valued by the farmers.

Information through mass media is considered inadequate and the agricultural extension officers are not always approachable. Thus, if the farmers could be given advice regarding the use of pesticides, the farmers would have a tendency to stick to that seller. The farmers are actually not very receptive to the idea of spending a bit more time travelling to a distant town if the pesticides are available at a cheaper rate as the total value of pesticide purchase normally would not be substantial enough to save any substantial amount of money from it.

Most of the existing players have a reasonably good presence in the market. The distribution channels that they have established over the years are functioning smoothly and efficiently. The largest player in the market, Rallis's India, has a presence in almost all the rural *tehsils* in the country. Rallis's vast distribution system consists of nine regional offices, 34 area offices, 26 depots, and more than 3,000 distributors, and 30,000 dealers nationwide, and is backed by a strong marketing set-up and an extensive sales force that keeps close contacts with dealers as well as farmers.

This means that there is an outlet in every 10-15 large villages. The company has a combined capacity of approximately 12,500 tons per annum of technical grade pesticide and 10,000 tons of formulations per annum.

Most of the outlets do not limit their business to selling pesticides. However, safety requirements demand a separate storing area for pesticides. To manage these many outlets, the competitors rely on either area sales offices, which are directly under the control of the company, or distributors who buy the product from the regional depots and supply it to the rural outlets. It is very difficult to estimate the cost of distribution. The distributors are given a fixed margin which varies from one manufacturer to the other.

The range is between 5-15 per cent. Similarly, the retailer margins also vary from 5-15 per cent. Almost always, the distributors and the retailers are not given any credit. The custom of giving credit to the farmers is, however, quite prevalent.

1. How should the ideal channel for distributing pesticides be designed?
2. Can Siffco differentiate itself by creating an innovative channel?

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3	Spark a desire for the product - comes in which stage of Personal Selling process? <ul style="list-style-type: none">• Approach• Prospecting• Closing• Making the presentation	1	
4	_____ is a factor that affects choice of Channel. <ul style="list-style-type: none">• Product• Price• Promotion• Control	1	

5	<p>Marketing intermediaries help the manufacturer in all the ways except _____.</p> <ul style="list-style-type: none"> • Financing • Risk taking • Providing information • In designing the channel 	1	
6	<p>Intermediaries play an important role in matching _____.</p> <ul style="list-style-type: none"> • dealer with customer • manufacturer to product • information and promotion • supply and demand 	1	
7	<p>Members of the marketing channel perform many key functions. Which of the following would be among those key functions?</p> <ul style="list-style-type: none"> • negotiation • sensing • producing • creating 	1	
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9	<p>All the following are major logistics functions <u>EXCEPT</u>:</p> <ul style="list-style-type: none"> • Promotion to wholesalers and retailers • Order processing • Inventory management • Transportation 	1	
10	<p>_____ involves examining your markets and determining the roles and activities of sales personnel necessary to service these markets.</p> <ul style="list-style-type: none"> • Target marketing • Segmentation planning • Strategic sales force planning • Market forecasting 	1	

SECTION B

(Total 20 marks)

Q.No.	Short Notes. (Attempt All)	Marks	CO
1	Importance of Time Management for Sales Personnel	4	1, 2
2	Role of Corporate Social Responsibility (CSR)	4	
3	Modes of Transportation	4	
4	Vertical Marketing System	4	
5	Intensive Distribution vs. Extensive Distribution	4	

SECTION C

(Total 40 marks)

Q.No.	Descriptive Type Questions (Attempt Any FIVE)	Marks	CO
1.	How do factors like nature of the product, profile of the target market and company resources affect the sales job? Explain by taking the examples of the following selling situations. i. Selling of a consumer durable product ii. Selling of an industrial product	8	3,4
2	Channel intermediaries are a medium of distribution of various goods and services. They play a vital part in the total marketing plan of a company. Describe the various roles undertaken by the channel intermediaries giving suitable example.	8	
3	“Sales analysis is described as a detailed inspection of a company’s sales data and considered as one of the most effective tools for controlling Salesforce” – Comment and justify with examples.	8	
4	FedEx, a courier company, has always followed the direct marketing route in the business to business segment to increase its customer base. The company is now	8	

	considering the use of territory management to improve its sales process. Which method would you suggest to FedEx for designing territories? What are the benefits it would get out of territory management?		
5	Define the term “Sales Training”. How would you decide training needs of sales people if you are appointed as a Sales Trainer for a consumer durable company? Discuss.	8	
6	“Process of Recruitment and Selection of Sales Force is different for Industrial Product Selling and Consumer Products Selling.” Explain the difference.	8	

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