

School of Business

MBA
ETE - May 2023

Time : 3 Hours

Marks : 50

Sem IV - MBMK6001 - Sales and Distribution Management

Your answer should be specific to the question asked

Draw neat labeled diagrams wherever necessary

1. Explain the role of 'Order getter' type of salesperson in a business organisation. K2 CO1 (2)
 2. Explain the benefits of 'Sales organisation design'-on the basis of products. K2 CO2 (2)
 3. Analyse the business situations when 'Unit sales volume quotas' are most suitable. Give an example. K4 CO3 (2)
 4. Illustrate the benefits of adopting 'Zero level distribution channel' in businesses. K4 CO4 (2)
 5. Analyse the reasons bhing the growth of organised retailing in India. Will the trend continue in future. K4 CO5 (2)
 6. Apply the AIDA theory of selling in context of selling a life insurance product. K4 CO1 (5)
 7. Closng a sale successfully is the ultimate aim of a salesperson. Assuming yourself as a salesperson responsible to sell a software (ERP) product to a business organization in New Delhi. Illustrate the various 'techniques available for closing the sale' available for selling B2B products. Which technique is most appropriate in your case for selling the software product . K4 CO2 (5)
 8. Consider an FMCG company trying to distribute its products directly to its customers. Analyse the major hurdles that would be faced by the company. Also analyse the advantages and disadvantages, if this strategy is followed. K5 CO5 (6)
 9. To maximise the benefit of India's soaring urbanisation, Asian Paints has been repositioning itself into a home decor company, To capitalise on the trend, the company launched a premium range of paint in 2004 called Royale Play. Each paint adds a different special effect to interior walls, lending them a metallic luster, a soft sheen or a stucco finish. It provides colour consultancies, in which salespeople with interior-design knowledge visit households to suggest what can be done for the walls with an aim to convince the prospect to buy Asian Paints. However, the salespeople have to handle multiple objections like other companies paint price is low, more colour shades are offered by other companies, low budget for painting home etc. K5 CO3 (8)
- Question - Assuming yourself as the salesperson, apply the appropriate method of handling customer objections so that the target customer gets convinced to buy Royale Play.
10. Tesla Motor (a global automobile company) wants to set up its subsidiary unit in India and market its high-end electric vehicles (passenger cars) in India. Design a suitable distribution channel following the steps in sequence. Also highlight the distribution strategy, the company should adopt. K5 CO4 (8)
 11. Analyse the case study and answer the question at the end: K6 CO5 (8)

54% of buyers say that free returns or exchanges are the second biggest influence on whether they buy from a brand or not.

But, there's a fine line. If you start getting too many product returns, it'll eat into your margins and cost you a significant amount of your revenue.

You need a generous return policy if you expect people to have confidence buying from you. It's a signal that you trust your customers and your product is high-quality. It's also a signal that you value your customers time and effort.

However, nowadays managing reverse logistics has become a big challenge for businesses as the average ecommerce return rates hovers around 20-30%.

Reverse logistics refers to *the supply chain process of returning products from end users back through the supply chain to either the retailer or manufacturer.*

It's crucial that you understand why your customers return items, and implement steps to both reduce your return rate and ensure you can use your returns process to keep customers happy. Customers may return product returns due to many reasons such as: sizing issues, wrong gifts, purchase of multiple products with an intent to return some/all, a failure to set correct customer expectations and more.

Some industries and businesses are more susceptible to high return rates.

An apparel company may have to deal with higher return rates because customers cannot physically try on the clothes before buying than a garden tools company. However, rather than look at reverse logistics (products return) rates as a problem, focus on turning returns into opportunities to build loyalty and drive future purchases

Question :- Analyse the reasons behind the product returns. How can product returns bereduced, especially with the help of technology? Suggest ways that would help e-Commerce companies to mänge reverse logistics effectively.