

ADMISSION NUMBER											

School of Business

Master of Business Administration MBA Dual Specialization
Mid Term Examination - Mar 2024

Duration : 90 Minutes
Max Marks : 50

Sem IV - MBMK6001 - Sales and Distribution Management

General Instructions

Answer to the specific question asked

Draw neat, labelled diagrams wherever necessary

Approved data hand books are allowed subject to verification by the Invigilator

- 1) Salespersons are born not made' - Provide your opinion regarding the statement. K5 (5)
- 2) The field of sales management is changing with time and dynamics in the business environment. The emerging trends are affecting the business practices and orientations in the organisations. Identify the emerging trends in the field of sales management for technology companies involved in selling computer hardware. K3 (6)
- 3) You are a sales manager for a consumer goods company experiencing a consistent decline in sales in a particular geographical area. What steps would you take to diagnose the reasons behind this decline. Explain how would you devise a sales strategy to reverse the trend. K4 (8)
- 4) You are a sales team leader of an insurance company ICICI Pru Ltd. Some sales representatives in your team have been reported for employing aggressive sales tactics that could potentially harm the company's reputation and violate ethical standards. How would you address these issues and solve the problem by instilling ethical sales practices within your team. K3 (9)
- 5) Your company utilizes multiple distribution channels, including wholesalers, retailers, and an e-commerce platform. However, conflicts have arisen among these channels, impacting sales and customer satisfaction. How would you identify and resolve these conflicts while maintaining healthy relationships with all channels? Justify your way of handling the conflict. K5 (10)

6) It has been estimated that Company XYZ Ltd. Has a total sales potential of \$200 mn in five northern Indian cities. The company wants that each salesperson has to contribute 5% to the total sales potential. The sales manager identified 'city' as basic geographical control units for designing sales territories. The sales potential of identified cities with sales potential are - Aligarh (\$4 mn), New Delhi (\$7 mn), Gurgaon (\$3.5 mn), Noida (2.8 mn), Faridabad (4 mn) and Gr Noida (\$4 mn) respectively.

Design a sales territory by combining the appropriate control units based on the given data and any other logical consideration (6 marks).

How many sales territories are required to be designed on the basis of the data? (6 marks)