

**Jagan Institute of Management Studies**  
**End-Term Examination, September-October, 2017**  
**Trimester IV – PGDM/PGDM (IB) 2016-18**

***Sales & Distribution Management***  
***ET\_PG\_IB\_S&DM\_0710***

Time: 3 Hrs.

M. Marks: 70

**INSTRUCTIONS: Attempt any FIVE questions including Q7 which is compulsory.**

- Q 1** What type of compensation plan would you recommend in the cases mentioned below? Justify your answer.  
i) Salesperson selling TATA SKY DTH direct selling service.  
ii) Salesperson selling expensive TITAN Watches from their exclusive showroom. **13**
- Q 2 a)** What type of quotas do you recommend for the following types of sales job? Explain.  
i) Selling Lays chips to grocery stores/Retailers.  
ii) Selling Canon photocopy machine to large Institutions  
**b)** Recommend differences in the Key result areas of frontline sales personnel and head of sales. **13**
- Q 3** How would sales presentation for a Notebook (i.e. a small size laptop) to a corporate be different from that of channel sales of an FMCG product to a retailer? Discuss the different kinds of objections which will arise on consumer end and give a detailed plan each to overcome all the objections in these two different sales calls. **13**
- Q 4** Kent RO has evolved as a market leader providing technologically advanced healthcare products ranging from Water Purifiers, Air Purifiers, Vegetable and Fruit Purifiers to Water Softeners. It has become synonymous with offering purity and is known for its robustness in technological performance and innovative designs enhancing quality of everyday living. company has extended its presence to most parts of India that includes nearly 1,800 towns and cities with its headquarters base at Noida in Uttar Pradesh. Company plans to penetrate more in Northern states of the country and want to reach the villages. As a Sales Manager what kind of Territory design would you develop in this scenario? How would you prepare route plan and schedule visits, considering the major tasks of presale service, face to face selling, sending weekly reports, collection of payments from dealers and telephone selling. What guidelines would you give to your sales team? **13**

**Q 5** Xiaomi has started selling through offline distribution channel in the country and is targeting around 25 percent of its turnover from this segment. They plan to have both online and offline distribution (OMNI channel strategy) and expect their share from offline to grow from current 10 percent to 20-25 percent by the end of this year. They plan to have deeper penetration in cities like Delhi, Bengaluru, Chennai and Chandigarh through multi-brand outlets. Currently Xiaomi is getting more than 90 percent of sales from online platforms like Flipkart, Snapdeal and mi.com. Considering the above situation is it right to adopt omni-channel strategy and implement it on a large scale to see their ROI results unfold? What kind of channel distribution intensive, selective or exclusive channel should the company adopt to reach its target audience and why?

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- Q 6 a)** Prepare a job description and job specification for the following position:
- i) Executive channel sales of an FMCG company.
  - ii) Senior executive for corporate sales of a consumer Durable Company.
- b)** Suggest the recruitment sources and selection criterion for the above designations from company's perspective.

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**Q 7** [Read the case and answer the questions given at the end.](#)

Amazon India (Amazon Seller Service Pvt. Ltd), has been trying to reduce losses to reach its target of getting on to a path to profitability by 2019. They have come up with cost-cutting initiative called "Get Fit" which involves cutting packaging costs, introducing more automation in warehouses and delivering products more efficiently. They have also initiated Amazon Prime which is a annual membership programme that offers customers fast product deliveries, additional discounts, video streaming and other benefits. The firm launched Prime at a 50% discounted annual price of Rs499. Since then, millions of customers have signed up for Prime, which has become a key differentiator for Amazon in its fight with arch-rival Flipkart Ltd.

### Questions:

- a) Do you think it is a good strategy to reach a wider consumer base? What are the challenges of pursuing this strategy from Indian perspective?
- b) What kind of channel conflicts may arise when the same product is sold at less than 30% on ecommerce site as compared to an offline store? Analyze and recommend steps to solve these channel conflicts.
- c) How can vertical and horizontal integration take place? Elaborate

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