managers after detailed study have suggested four distribution channels as detailed below :

i) Exclusive distribution suggested by Marketing Manager.

ii) General Distribution or Intensive Distribution suggested by Distribution Manager.

iii) Bulk Intender e.g. canteen, stores, supermarkets, clubs etc. by Product Manager.

iv) Appointment of carrying and forwarding agent suggested by Sales Manager.

The CEO is in a dilemma to choose the best alternative among the above.

Questions :

(a) Discuss the pros and cons of each suggestions given by the four managers. 8

(b) What channel or combination of channels you feel is most appropriate and justify your choice. 6

7. (a) Describe the various functions and flows of marketing channel. 10

(b) Differentiate between Direct and Indirect Marketing Channel. 4

Or

8. Write notes on the following (any two) 7x2=14

(i) Franchising

(ii) Marketing Channel Evaluation

(iii) Marketing Channel Conflict

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PG Odd Semester (CBCS) Exam. December, 2022

Business Administration

(3rd Semester)

Course No: MM-3201

(Sales and Distribution Management)

Full Marks: 70
Pass Marks : 28

Time: 3 hours

The figures in the right margin indicate full marks for the question.

1. BYJU's is an Indian Multinational Ed-Tech company, headquartered in Bangalore. It was founded in 2011 by Byju Raveendran and Divya Gokulnath. It is providing highly adaptive, engaging and effective learning solutions to more than 150 million students around the world. It was the first Indian edtech company to turn into a unicorn in 2018. The company is now valued at a whopping $16.5 billion positioning it as the highest valued Indian startup and the highest valued edtech startup across the globe. In early 2018, BYJU's initiated a new sales approach, where sales executives started going to home of potential customers in small cities across India. The traditional method was using the power of telecaller to pitch the product over the phone to customers and encourage customers to make the purchase. The fresh approach of home visits was an impersonal way of connecting with prospective customers, and the company felt that the in-person meeting would result in more productivity. The conversion rate for such meetings was reportedly

30-50%. Soon BYJU's realised that when the company grow very fast, the thin line between the sales team's positive aggression and mis-selling was crossed and mistakes were made. Social media posts criticised the company for pressurizing its sales executive. The sales team had to ramp up sales figures to attract more venture capital, and this focus on aggressive saled led to poor post-sale client support.

In the light of above case, answer the questions below :

a) Highlight the selling strategies adopted by BYJU's for gearing up the sales. 5

b) Distinguish between the traditional and new methods / approach of selling. 5

c) Mention some of the emerging trends in sales management that can be adopted by BYJU's to offer a comfort selling to its sales executives. 4

2. (a) "Training of sales people is vital as they represent the company when they are meeting customers and are therefore custodians of the company's image"— Illustrate the statement in the light of the different stages of sales training process in organisation. 8

(b) What is compensation? Discuss the advantages and disadvantages of the Straight Salary Method. 2+4=6

Or

3. (a) Define Sales Territory. Why should firms go for designing sales territory? 3+4=7

(b) Explain the various steps involved in the design of a sales force motivation programme. 7

4. (a) "Sales organisation should be adaptable to changing circumstances and emerging marketing environments, failing which the structure as well as processes will become redundant".— Explain the above proposition in the light of various types of sales organisational structures with suitable examples. 10

(b) Discuss the various criteria used for the performance evaluation of salespeople. 4

Or

5. (a) What is activity quota? Why is it more important than a sales quota based on volume? 3+4=7

(b) Critically examine the ethical and legal issues involved in sales and distribution management in India. 7

6. Glamora Cosmetics Ltd, a leading cosmetic brand located in Mumbai has an annual turn over of Rs. 150 crores. Presently the company is concentrating its marketing activities in the state of Maharashtra. The company has recently added extra manufacturing capacity and it proposes to triple its production. In order to meet enhanced sales to a tune of 500 crores, the company proposes to have a wider distribution network. To penetrate into new markets the Chief Executive of the company (CEO) asked his Distribution Manager, Marketing Manager, Sales Manager and Product Manager, each one of them to give a writeup how they propose to enter into new markets by selecting approproate distribution channels. The four