



GL BAJAJ

Institute of Management & Research

Approved by A.I.C.T.E., Ministry of HRD, Govt. of India

Roll No.....

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) –201306

POST GRADUATE DIPLOMA IN MANAGEMENT (2020-22) END TERM EXAMINATION (TERM -IV)

Subject Name: Sales and Distribution Management

Time: 02.30 hrs.

Sub. Code: PGM-02

Max Marks: 60

Note:

All questions are compulsory. Section A carries 10 marks:5 questions of 2 marks each,Section B carries 30 marks having 3 questions (with internal choice question in each) of 10 marks each and Section C carries 20 marks one Case Study having 2 questions of 10 marks each.

SECTION - A

Attempt all questions. All questions are compulsory.

2×5 = 10 Marks

- Q. 1 (A):** Explain the Hopscotch (Straight-line) and Lover leaf methods of routing and circumstances under which they are used.
- Q. 1 (B):** In distribution channel briefly explain the concept of Horizontal Marketing System (HMS) and Vertical Marketing System (VMS) with a real corporate example of each.
- Q. 1 (C):** Explain dual distribution and Integrated distribution with one example of each.
- Q. 1 (D):** Explain briefly efficient lead management through Sales Force Automation using suitable example
- Q. 1 (E):** Explain briefly the major decisions in marketing logistics.

SECTION - B

All questions are compulsory (Each question has an internal choice. Attempt any one (either A or B) from the internal choice)

10 x 3 = 30 Marks

- Q. 2: (A).** Explain how the following organizations used internet to find a list of prospects:
- a travel agency with a focus on business travelers.
 - a manufacturer of air compressors used in factories.

Or

Q. 2: (B). Describe the personal selling process. Choose a company and explain how sales force automation can facilitate the management of sales process and effective evaluation of ROI.

Q. 3: (A). Illustrate with suitable example the method of assignment of sales persons to territories having sales potential proportional to sales person' abilities.

Or

Q. 3: (B). What do you understand by Logistics Management? Define its scope and objectives and discuss the key decision areas with the example of e-commerce

Q. 4: (A). Today all the new selling platforms and online channels we have at our disposal. A company can sell on social media, brick-and-mortar retail, online retailers, and more. Should a company be adding more and more channels? Justify your answer with suitable examples?

Or

Q. 4: (B). Suppose you have just started a business producing vitrified tiles and you need to select and engage channel partners for the same. Should you be investing your resources in already high-performing partners or high-potential partners? Justify your answer also explain the advantages and disadvantages of both the choices.

SECTION - C

Read the case and answer the questions

10×02 = 20 Marks

Q. 5: FMCG firms reinventing distribution strategies to beat Covid-19 blues

The fast-moving consumer goods (FMCG) industry is grappling with challenges of an unprecedented nature -meeting a surge in demand amid the Covid-19-induced lockdown that has grounded distribution and logistics to a standstill.

While companies have been increasingly showing an inclination towards direct distribution, its implementation remains riddled with challenges, according to experts.

“Retail direct distribution continues to be a challenge due to containment zones. We are now focusing on driving growth through wholesale and rural channels. We have no plan to drop direct coverage. We have initiated van coverage in rural markets, introduced loyalty programmes along with advertisements in mass media. We are also investing in digital marketing to connect with our rural consumers. “While wholesale is catering to the urban demand currently, direct coverage in urban areas seems to be on the recovery path as more and more stores adapt to the new normal,” Mohan Goenka, Director, Emami Limited, told *BusinessLine*.

For a widely- distributed company, such as Emami, it is not feasible to have a direct dealership strategy, with its direct pan-India footprint of 9.5 lakh stores, which includes the rural market, he added. “A right mix of direct, wholesale with a rural coverage will help us overcome the current difficult times. Currently, rural and wholesale channels are witnessing a double-digit growth,” said Goenka.

Companies are now thinking is this-how do we achieve the best of both, that means, on one hand, go directly to the consumer, and on the other hand, doing it in the most efficient and economical way. While a direct distribution strategy would be easier for the big companies to adopt, it is not the case for the smaller companies with lesser financial resources, he said. In this case, companies will engage with third party service providers to reach out to consumers. It would also be easier for the smaller companies to reach out to consumers directly in urban areas as the travel cost in rural areas is higher.

There have already been efforts at direct distribution amid the pandemic and the changes it brought about. Dabur, for instance, has tied up with online delivery services like Swiggy and Dunzo. Similarly, Emami has also partnered with Swiggy and Zomato, apart from also tying up with tertiary delivery models like Delhivery and Jarvis “whenever there has been a significant delivery challenge to retail.

Tata Consumer Products Ltd said in a statement in May that it has strengthened its direct distribution model by partnering with food delivery applications such as Domino’s Pizza and Zomato. Similarly, in April, it had said that the company’s distributors would list as marketplace sellers on the Flipkart platform. Through this consumers can use the Flipkart platform to buy different combo packs of essential products such as beverages and foods offered by the company.

Dabur has also rolled out the ‘Dabur immunity van’ initiative, wherein specially designed vans move around residential localities across India, reaching out to consumers and giving them access to its range of Ayurvedic preventive healthcare products. These vans are currently running in Kanpur, Varanasi, Indore, Bhopal, Nagpur, Jabalpur, Ludhiana, Bilaspur, Jaipur and Raipur, said Malhotra.

All companies that *Business Line* spoke to said that there is no plan to cut down on traditional dealerships.

Questions:

Q5 A. Elaborate the major strategies adopted by the FMCG firms that have enabled them to have their sales in fast lane especially in rural areas during covid times.

Q5 (B): What is the way forward for small smaller companies with lesser financial resources for digitization? Elaborate the various sales and distribution strategies for them.

Question Number	COs	Marks Allocated
Q. 1:	CO1	10 marks
Q. 2:	CO2	10 marks
Q. 3:	CO3	10 marks
Q. 4:	CO3	10 marks
Q. 5:	CO4	20 marks

Note: Font: Times New Roman, Font size: 12.