



# GL BAJAJ

Institute of Management & Research

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

Roll No.....

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## 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. **CO-1 2×5 = 10 Marks**

**Q. 1 (A):** Explain the difference in operations between wholesalers and retailers.

**Q. 1 (B):** What are the purposes of evaluation and reinforcement of sales training? What is the purpose of on-the-job training?

**Q. 1 (C):** Explain the difference success factors in selling. Why good sales people speak less and listen more?

**Q. 1 (D):** What changes will take place when a salesperson is promoted from sales representative position to a first level sales manager position?

**Q. 1 (E):** Describe how sales managers and distribution channel work together in planning the sales operations?

### SECTION – B

**10 x 3 = 30 Marks**

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

**Q. 2: (A.)** Explain how the following organizations used internet to find a list of prospects:

(a) a travel agency with a focus on business travelers.

(b) a manufacturer of air compressors used in factories.

**Or**

**Q. 2 :( B.)** Assume you are a branch sales manager of a company which has recently introduced a sales target quota (target) system that is linked to the incentive scheme for the sales executive.

However, the sale executives have complained about the frequent short supply of some products which have affected their quarterly incentives payments. As sales manager what would you do?

**CO-2**

**Q. 3: (A.)** Refresh confectionery is a market leader in the hard boiled sweets. It has 5 different products, 7 brands and 37 SKU's. It has 47 stockiest in AP. So far, the company sales people and stockiest were being incentivized based o the primary sales to the stockiest. Manoj has joined as GM(Sales) from big MNC and now believes in developing distribution network and measuring secondary sales. How do you think Manoj should go about implementing his intentions? **CO-2**

**Or**

**Q. 3: (B.)** What is the difference between Vertical Marketing System (VMS) and Horizontal Marketing Systems (HMS)? Explain with examples.

**Q. 4: (A.)** Explain with example of any e-commerce firm, how barcodes, RFID , vehicle tracking systems and its integration with sales and distribution manage the supply chain better? **CO-4**

**Or**

**Q. 4: (B.)** Explain how handheld devices and sales force automations tools used by field sales executive to improve sales and service levels? Use the example of FMCG channel and list down the items of data/information sales executive collect and records from retailers on real time basis and their benefits.

### SECTION - C

Read the case and answer the questions

**10×02 = 20 Marks**

**Q. 5: Case Study: Spinny- C2C Virtual Selling**

One third of India's used car market is C2C today and does not involve any middlemen. Organized dealers account for 15% of the total pie while semi-organized and unorganized dealers account for over 50%. However, over the past few years semi-organized and unorganized dealers have been losing share to organized players

Spinny, which was started as a listing platform in mid-2017, had limited its presence to the Delhi-NCR region till 2019. The New Delhi-based start-up is present in nine large cities, with the addition of Mumbai, Chennai, Kolkatta and Ahmedabad in January. Till this expansion, Spinny was present only in New Delhi, Gurugram, Noida, Hyderabad and Pune, its founder and Chief Executive Officer Niraj Singh has said. Spinny has clocked an impressive 32% referral purchase rate. The up-and-coming brand aims to offer innovative, interactive, and convenient tech-enabled car-buying, delivering a premium experience to customers. Spinny is focusing on a C2C model, acting as an intermediary for a hassle-free car buying providing warranty, paperwork and certification for cars.

It makes money from a commission on the order value of old cars which is expected Rs 2-3 lakh. On an average, it sells 1,500 cars a month. The pandemic has also boosted demand for personal mobility and also old cars by around 25 per cent on a month-on-month basis. The pandemic has helped Spinny to emphasize quality and safety while going the extra mile for their customers. Digital sales, contactless buying, sanitized test drives and doorstep deliveries are vital during this time. It also offers free 5 day replacement and 3 month warranty to give additional comfort to the buyers.

Used car platforms Spinny and Cars24 witnessed a search engine surge of traffic in September 2020 that is, respectively, six and four times more than usual in the period since January 2020. However, it is the pre-owned luxury car segment that has registered the most monumental surge. One of the major challenges while running a lead generation campaigns is to understand the buyer's persona and in the case of Spinny there were 2 personas to deal with, the buyers and the sellers. Targeting the right affinities didn't just mean more focused marketing efforts for bringing leads but it also helped in increasing the lead quality.

Spinny allow consumers to access a large catalogue of used cars on the click of a button, book test drives and conclude the transactions seamlessly and digitally, while being confident that they know everything about the car they are buying. In a bid to keep setting industry standards in the used car buying experience, Spinny is gearing up to launch Spinny360, a detailed, inside-out 360° view of each of its cars. Spinny360 allows the buyers to view the interior and exterior of each vehicle in the inventory online exactly as it is, giving them a clear idea about its condition and helping them make an informed decision. Spinny ensure the safety of customers and employees. Therefore, they plan to keep operations and execution lean. As the situation across India returns to normal, they would evaluate venturing to newer cities as per the existing plans.

**Question**

**CO-3**

**Q. 5: (A).** Analyze the key challenges and opportunities for the virtual selling process for used car sales in Spinny.

**Q. 5: (B).** What are the different method and USP for lead generation in Spinny? Suggest physical Channel and Distribution design and expansion for increasing footprints along with virtual sales.

## Mapping of Questions with Course Learning Outcome

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