

P P SAVANI UNIVERSITY

Third Semester of M.B.A. Examination

December 2022

SLMB8350 Sales & Logistics Functions

26.12.2022, Monday

Time: 09:00 a.m. To 11:30 a.m.

Maximum Marks: 60

Instructions:

1. The question paper comprises of two sections.
2. Section I and II must be attempted in same answer sheets.
3. Make suitable assumptions and draw neat figures wherever required.

SECTION - I

Q - 1	Answer the following: (Any Five)	[05]	CO	BTL
(i)	Define Sales Management		3	1
(ii)	What is Sales Territory?		3	1
(iii)	What are the major benefits of Multi-Channel Marketing System?		2	4
(iv)	Define Sales Quotas		3	1
(v)	What kind of selling strategy is been used by most of the Software Industry?		2	3
(vi)	Define Personal Selling		6	1
(vii)	Why to fix sales quotas?		3	1
Q - 2 (a)	"Preparing a sales budget is a step-by-step process. It involves keen observation, research, analysis and decision making."- Explain with the help of various stages of preparing a sales budget	[05]	3	6
Q - 2 (b)	Short Note: Personal Selling Strategy	[05]	6	6

OR

Q - 2 (a)	Explain in detail the Need Satisfaction Theory	[05]	3	6
Q - 2 (b)	Short Note: Selling Process	[05]	6	6

Q - 3 Primary Ancillary Tools Ltd. Sold its product through branches and a limited numbers of dealers on an exclusive basis. Dealers were responsible for almost twenty percent of the sale. The company has a regional representative office in Chennai, Pune, and Delhi with the sales engineers responsible for sales. On an average, an order is followed up by one engineer from start to end. Once a customer has placed an order to the engineer, giving full specifications, a copy is sent to the head office and factory at Mohali. The order copy is accompanied by a detailed report of the sales engineer, giving all information on client, their requirement, and deadlines etc.

The order is followed up by the sales engineer with head office and factory and he is to coordinate with the client for any information required by the factory. He does the coordination between client and his factory's end and works towards getting the order cleared. For any order, all the information, letters, and specifications are stored at three levels, the sales engineers' i.e., liaison office, the head office, and the factory.

For the dispatch and payment, delivery and the bills are raised with the duplicate copies for all three offices and the payments are followed up by liaison's office.

This system worked well for the company with all its clients. With the rapid growth and spreading up of client all over the country, however, the system is not proving effective. The liaison offices are often at the receiving end for any discrepancy or communication gap, that has occurred, and the deadlines suffer because of delays in getting or passing information. Often the clients send details directly to the head office and the other times send details at liaison offices thus creating confusion at both the ends. The marketing manager, hence, must look for a more streamlined system of less and service.

Questions:

1. Analyze the existing system and identify its strength and weakness.
2. Suggest a remedial procedure to tackle and minimize the errors in the system.
3. If you were to develop a sales and service system, what critical issues will you include in it?

OR

Q - 3 (a)	Explain in detail the procedure of Sales Territories	[05]	3	3
Q - 3 (b)	Short Note: Types of Sales Position	[05]	4	2
Q - 4	Short Notes on: (Anyone)	[05]		
(i)	Types of Sales Quotas		3	2
(ii)	Relationship Selling		4	3

SECTION - II

Q - 1	Answer the following: (Any Five)	[05]		
(i)	What do you mean by direct channel?		1	1
(ii)	What do you mean by zero level channel?		1	1
(iii)	_____ channels are used when the same product is marketed to both ultimate consumer and the industrial users.		1	1
	A) Zero level B) multiple level C) Reverse D) Two level			
(iv)	What are the two main problems faced in distribution?		1	2
(v)	What do you mean by distribution?		1	1
(vi)	What do you mean by inventory?		3	1
(vii)	Why transportation is important for distribution? Give two reasons		1	4
Q - 2 (a)	Explain major channel management decisions?	[05]	4	3
Q - 2 (b)	Explain need and scope of distribution management?	[05]	1	4

OR

Q - 2 (a)	Explain the various stages in channel information system and its impact on distribution channels?	[05]	1	4
Q - 2 (b)	Explain retailing as an institution of channel system?	[05]	4	3
Q - 3(a)	Explain the importance and functions performed by warehouse?	[05]	5	4
Q - 3(b)	Explain various components of logistics?	[05]	5	3

OR

Q - 3(a)	Differentiate between supply chain management and logistics management	[05]	5	4
Q - 3(b)	Discuss the scope and importance of logistics management	[05]	5	3
Q - 4	Short Note: (Anyone)	[05]		
(i)	Importance of channel information system		4	2
(ii)	Whole selling as a channel institution		4	3

CO : Course Outcome Number

BTL : Blooms Taxonomy Level

Level of Bloom's Revised Taxonomy in Assessment

1: Remember	2: Understand	3: Apply
4: Analyze	5: Evaluate	6: Create