

Register No.: Name.:

SAINTGITS COLLEGE OF ENGINEERING (AUTONOMOUS)

(AFFILIATED TO APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY, THIRUVANANTHAPURAM)

THIRD SEMESTER MBA DEGREE EXAMINATION (Regular), DECEMBER 2022 (2021 Scheme)

Course Code : 21MBA217

Course Name: Sales and Distribution Management

Max. Marks : 60

Duration: 3 Hours

PART A

(Answer all questions. Each question carries 2 marks)

1. Define the term “ Territory Management “?
2. Recall the intensive Distribution strategy with an example?
3. Demonstrate routing patterns for territory management ?
4. Compare vertical marketing system and horizontal marketing system ?
5. Illustrate retail merchandising with an example ?

PART B

(Answer any 3 questions. Each question carries 10 marks)

6. Identify the different approaches of personal selling and suggest a suitable approach for insurance services.
7. Construct the different categories of sales objection and suggest methods to handle each sales objection.
8. Explain Sales budget and examine the factors influencing the sales budget.
9. Explain different types of distribution intermediaries and the selection procedure of suitable intermediaries for cement manufacturing company.
10. Eon Industries currently have their copper wire manufacturing unit only in Delhi. Company plans to extend their market to Chennai region. For catering the Chennai market, company requires an adequate warehouse for their operation. Explain the major decision areas associated with selection of a warehouse for Eon Industries.

PART C

(Compulsory question, the question carries 20 marks)

11. Monim Electronics India Limited is an Indian manufacturer of electronic products. The company mainly operates in the home entertainment division, which provides televisions, as well as audio and video equipment, mobile communications division, including mobile terminals, tablet and personal computers. It also caters to the home appliance division, which includes refrigerators, washing machines, microwave ovens, and cleaners. The company is selling its products to the customers through online and physical stores. 80 percent of its business comes from the retailers with physical stores and 20 percent of the business comes from the online retailers. The company,

of late, is getting many complaints from the wholesalers and brick-and-mortar retailers because of the heavy discounts offered by different e-commerce portals. For example, a TV with a recommended retail price (RRP) of ₹39990 was sold by online retailers at ₹34990. Few of the major distributors are threatening to stop selling the products of Monim Electronics. They are putting pressure on the company to help them compete more effectively with e-commerce companies.

- a) Should Monim Electronics ask its channel partners to follow a uniform RRP? Explain the advantages & disadvantages of following uniform RRP for all channel partners. Marks (7)
- b) Analyze any different channel strategy that can be adopted by Monim for its channel partners and e-commerce companies. Marks (6)
- C) Develop a support plan for different channel partner of Monim Electronics. Marks (7)
