

Subject Code: MB944 / R09

M B A - IV Semester Regular/Supply Examinations, July/Aug -2013

SALES & DISTRIBUTION MANAGEMENT

Time: 3 hours

Max Marks: 60

Answer any **FIVE** of the following

All questions carry equal marks. **Q.No.8 is compulsory**

- 1) Distinguish between sales management and marketing management.
- 2) What is personal selling? Explain various theories of personnel selling.
- 3) What are the training methods adopted for sales personnel?
- 4) Describe any one of the qualitative methods of sales forecasting and indicate its advantages and disadvantages.
- 5) What are the important channel management decisions to be taken while designing a distribution channel?
- 6) Explain about recent techniques in managing the distribution channel followed by various organizations.
- 7) Explain the role of logistics companies in International Trade.
- 8) **CASE STUDY:**

Fizzy is a non-cola lemon and mild spice flavored non-alcoholic beverage launched in MP by a new company Bundelkhand Foods Private Limited, Gwalior. The drink has a new lemony tangy taste and was well received in taste test carried out on sample customers. It's now launched in two variants – ginger lemon and mint. Trials conducted with college students found very favorable response and thus this prompted the promoter to set up a large bottling plant near Tumkur.

Fizzy management doesn't want to take on the cola majors like Coke and Pepsi in a headlong manner. So they opt for concentrated marketing strategy and targeted the retailers in and around major schools, boarding houses and engineering colleges in Bundelkhand region. Advertisements were released in Jhansi TOI edition and Hindi vernacular papers.

After the initial launch advertisement campaign, the plan was to reduce spend on advertisements and allocate more resources to promos-particularly in or around the colleges and schools. Accordingly a large collection of cloth banners, posters and backlit standees were distributed to retailers in and around campus areas. Hoardings were put up at key locations in college areas.

When the sales manager visited these retailers, he was disappointed to find that most of the promotional material dispatched to them was lying unpacked at many places. Even when they were displayed, these were in a non-visible area or partially covered or sometimes even in tatters.

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Fizzy replaced the tattered banners and torn posters but again within a week it was found that these were in a poor condition on account of poor handling by many retailers.

Fizzy introduced a co-branded electrically operated 1000 liter icebox with LG. It had attractive Fizzy artwork and logo on the body- and was offered to retailers at a promo price of Rs.3000 only. This step met with better success – except that the fridge was often used for storing butter milk and lassi as well!

Questions:

1. Suggest how Fizzy retailers can be guided and motivated to effectively display Zing promotional material.
2. Give three ideas to Fizzy sales management for increasing sales to students.
3. What are the other promotion means which Fizzy should consider for their target market Of Bundelkhand based education institutes.

