

Seat No. _____

University of Pune
Department of Management Sciences (PUMBA)
Executive MBA
2nd Year (Semester – III) External Exam Nov. 2013
305(A)- Sales and Distribution Management

Time: 2hrs.

Marks: 50

Note: Answer section I and section II on separate answer sheet. Both section carry equal marks.

Section – I (Sales)

Answer any three from Q1-Q4. Q5 and Q6 are compulsory. All questions carry equal marks.

1. What is Sales Management? Explain in detail the functions of a sales manager.
2. Explain the 'AIDAS' theory of sales. How can you as a sales manager of a FMCG company use AIDAS theory for selling detergent soap?
3. What is a 'sales budget'? How would you prepare a sales budget for launching a new brand of affordable watch in India?
4. Write short notes on (any two):
 - a. Industrial sales
 - b. Alcoholism affecting sales force turnover
 - c. Services selling
 - d. Retailer

Case study:

Regional Airline

South India can soon look forward to a new airline offering flights only within the region. The Ministry of Civil Aviation has given 'in-principle approval' to a Mumbai-based company, Freedom Aviation Private Ltd, to import six aircraft to start scheduled regional airline operations in the South. The airline, which hopes to take wing by next year, plans to link most major tier-II cities in the southern region. Official sources confirmed to Business Line that the licence to start a regional airline

has been cleared by the Government. The airline can import three ATR-72 and three Bombardier aircraft. Both seat 68-80 passengers. The Bombardier can fly more than 2,500 km with about 70 passengers. The ATR 72 can carry between 68 and 80 passengers. "It is still too early to discuss all the details of the airline," Captain Vijay Kumar Madan, listed as Accountable Manager on the Web site of the Directorate-General of Civil Aviation, said, over phone from Mumbai. In 2007, the UPA -I Government had introduced the concept of regional airlines to promote regional connectivity. A regional airline is allowed to operate flights from any airport in the four designated regions, to any airport in the country. Most of them would, however, be prohibited from operating flights to a metro airport outside their region. The exception to the rule is in South India, where a regional airline would be allowed to operate among the three existing metro cities of Hyderabad, Chennai and Bangalore.

At present, there are no regional airlines operating in the country. Several entrepreneurs announced plans to launch regional airlines, but only one airline — MDLR — started operations in North India. The airline, however, stopped operations some time ago.

5. As a management student do you feel that this new venture will succeed, inspite of an earlier failure of MDLP airlines? Why?
6. After reading this case do you feel that a similar operations can succeed in other regions of the country? Why?

Section - II

Section – II (Distribution Management)

Q1. Justify the need for distribution channel. What are the functions they perform for company and customers? Explain each one of them by giving examples.

- OR -

What is the key consideration for selection of Distribution Channel? Also mention the parameters for dealer selection and hence explain the concept of dealer's liability in the company by giving examples.

15M

Q2. State and explain the four stages of channel conflict, also explain the importance of conflict management by giving examples.

-OR-

What are the five sources of power with reference to channel management? Explain each one of them by giving examples.

10 M