

**PARUL UNIVERSITY**  
**FACULTY OF MANAGEMENT**  
**BBA Winter 2019 - 20 Examination**

**Semester: 4**  
**Subject Code: 06101282**  
**Subject Name: Sales and Distribution Management**

**Date: 12/12/2019**  
**Time: 02:00 pm to 04:30 pm**  
**Total Marks: 60**

**Instructions**

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

**Q.1 Do as Directed.**

**A) Multiple choice type questions/Fill in the blanks. (Each of 1 mark) (05)**

1. Selective outlets approach is called as-
 

a) Intensive distribution	c) Extensive distribution
b) Mass distribution	d) Exclusive distribution
2. Which is internal source of recruitment-
 

a) Walk-ins	c) Employee referrals
b) Job sites	d) Newspaper
3. Targets set by company per salesman/territory are called as-
 

a) Sales Quotas	c) Sales Plan
b) Sales Budget	d) Sales compensation
4. Lean manufacturing is about-
 

a) minimum time	c) maximum production
b) minimum wastage	d) maximum profit
5. The territory in which clients are evenly distributed is called as-
 

a) Wedge Shape	c) Circle shape
b) Hopscotch shape	d) Clover leaf shape

**B) Define the following. (Each of 1 mark) (05)**

1. Quick Response Manufacturing.
2. Sales Forecasting
3. Intermediaries
4. Direct Channel
5. Sales quotas

**C) Direct questions. (Each of 1 mark) (05)**

1. Give few attributes of sales personal.
2. Define Sales territory.
3. Explain Intensive distribution approach.
4. Define personal selling.
5. What is Job analysis?

**Q.2 Answer the following questions.**

- A) Explain recruitment and selection process of a sales force. (07)**
- B) Write theories of motivation adopted in sales organization. (08)**

**Q.3 Answer the following questions.**

- A) Define Supply Chain Management. Detail its process also. (07)**
- B) What is sales controlling? Give different methods of sales controlling and sales cost analysis. (08)**

**Q.4 Attempt any two questions. (Each of 7.5 mark) (15)**

1. "Intermediaries are important to reach maximum market for FMCG companies." Comment. Write about different types of intermediaries.

2. Draft sales budget of ABC Pvt. Ltd. for product “P”. The projected sales is 5000, 6500, 7000 and 14000 respectively in four quarters. The Price of the product is INR 20. The company is planning to decrease the price of product in last quarter by 50%. The expenses are 20% of sales in first three quarter and 25% in last quarter. Find the net sales amount.

3. Write about different International intermediaries?

4. One of the popular direct selling companies providing premium food storage containers in India, Tupperware, in a marked departure from its print media marketing strategy launched a new campaign “She Can, You Can”, its first ever television commercial in 16 years.

### **Breaking the mould**

Interestingly, the latest marketing initiative, which also marks the brand foray into television advertisements, has more of a corporate social responsibility tone, with its message of women empowerment rather than the regular product and feature-led marketing.

The new campaign is based on the Tupperware vision to enlighten, educate, and empower women across the globe by citing success stories of young women achievers from different walks of life.

According to Anshu Bagai, Marketing Director, Tupperware India, with the brand and product well established in India, one aspect of the brand, which was never highlighted, was its CSR initiative, which in essence is inbuilt into its brand ethos and business model. Besides adding a human touch to the brand, the new campaign is also a means of increasing its sales force. With an all-women sales force, Tupperware has helped to build the entrepreneurial skills of Indian homemakers. And through the new campaign, the company expects to motivate more such women to join its network.

There are two aspects to brand Tupperware. On one hand, we have innovative kitchen solutions and for that you have seen a lot of creative campaigns from Tupperware over the last couple of years. The other part of Tupperware is women empowerment. We have an all-women sales force where a lot of them come from a very simple background but go on to achieve big things in life. They not only earn money which helps them to support their families, but the exposure they get when they join Tupperware makes them far more confident individuals. It is this that we are celebrating in this campaign, says Bagai.

One of the company’s core distribution strength has been its “Tupperware Parties”. These gatherings increase its sales force efficiency and solves the “touch and feel” problem through easy demonstrations besides resulting in other consumer engagement activities like sharing of recipes, cooking advice and health tips among Indian housewives. The brand also maintains a loyal consumer base with its lifetime guarantee with which consumers can exchange products with a manufacturing defect throughout the life of the product.

Question:

a) “Recruiting women as sales force helped Tupperware covering Indian market.” Comment.