

3M6309

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M. B. A. III Sem. (Main/Back) Exam., Jan. 2016
M-309 Sales & Distribution Management
(Major)

Time: 3 Hours

Maximum Marks: 70

Min. Passing Marks: 28

Instructions to Candidates:

- (i) *The question paper is divided in two sections.*
- (ii) *There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study / application based question which is **compulsory**.*
- (iii) *All questions carry **equal** marks.*

1. NIL

2. NIL

SECTION-A

- Q.1 What do you understand by sales organization? Describe the characteristics of sales organization? Explain factors influence the design of sales organization. [2+5+7=14]
- Q.2 Distinguish sales budget and sales audit. Describe the significance of sales budget for the organization. Explain the various steps in preparing a sales budget. [3+4+7=14]
- Q.3 Hiring best people is critical to an organization's competitiveness. How can the hiring process contribute to attaining this goal of the organizations? Describe meaning, concept and importance of socialization for a sales organization? [9+5=14]
- Q.4 What is training? Distinguish between on-the-job and off-the job training. 'When training covers the current requirement of the organization, development looks at the future'—substantiate the statement with suitable examples from Indian companies. [2+4+8=14]

Q.5 Describe any two of the following.

[7+7=14]

- (a) Methods of setting sales quota.
- (b) Importance of monitoring and performance appraisal of sales force.
- (c) Factors affecting the size of sales territories.
- (d) Concept and purpose of sales analysis.

Q.6 What is logistics system? Describe the components of logistics system of the following industries.

[3+11=14]

- (a) Automobile Industry.
- (b) Cement Industry.
- (c) Pharmaceutical Industry.

SECTION-B

Q.7 Raymond's Retail shops

RAYMOND – a success story that began six decades ago. In 1944, Raymond changed hands to become a member of the JK organization. Traditional products lines were dropped and high quality become the watchword, also the diversification programme got a head start. Backed by sound R & D, newer non – traditional blends of natural and man – made fibers were introduced. The result: greater consumer satisfaction, both at home and abroad. 1964 marked the beginning of vertical integration at Raymond. In 1968, a ready – made garment plant was setup. Within 18 months, Raymond had become India's only exporter of sophisticated trousers and suits to the most sophisticated markets of the world. In 1979, Raymond established a new unit at Jalgaon with REPCO spinning machines with the latest in the worsted spinning technology. In the early 50's, a completely new field – Engineer files. Today it is the second largest file making company in the world and about 50% of its productions is exported to almost all the countries of the world. JK (Mumbai) Ltd, another Raymond establishment was established in 1948. The company enjoys leadership in the domestic

market for its line of manufacture, namely men's ready – made garments. Currently its products are marketed throughout India under the brand name "Park Avenue."

In 1966, Raymond joined hands with Helene Curtis (International) to manufacture high quality cosmetics and toiletries and the Park Avenue range of exclusive men's toiletries was started.

In 1979, Raymond commenced work on a cement project. Today, it has a capacity of 12 lakh tonnes per year. This plant is the most efficient in the country, both in terms of overall productivity and energy consumption.

Overseas, Raymond's multinational line includes a composite textile mill and a ready – made garment plant in Kenya, and a steel file plant in Indonesia.

Raymond today is one of the leaders in exporting Indian wool – worsted and blended textiles. From a small order in 1956, Raymond is, today a major player in the global market. It has carved a niche for itself in the fiercely competitive market.

Today Raymond is a symbol of excellence and quality throughout the country and stands as India's premier textile manufacturer. It has a turnover of Rs. 6 billion, a family of more than 6000 employees, high – tech manufacturing units and an annual output exceeding 15 million meters of pure wool, wool blended and polyester – viscose fabrics, and 0.5 million pieces of blankets and shawls. It's got an extensive distribution network, including 150 Raymond Retail shops, India's finest men's shops in over 70 cities.

- (a) What are the channels of distribution available for M/s Raymond's? [4]
- (b) Critically analyse the Raymond's Retail shop's success story. [5]
- (c) Make a comparative analysis of Raymond's retail shops in India V/s global market. [5]