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**December 2019**  
**Bachelor of Business Administration (BBA) Examination**

(Full Time) (New) Fifth Semester  
**BBA-506M : SALES AND DISTRIBUTION MANAGEMENT**

Time 3 Hours]

[Max. Marks 80

**Note : Attempt any four questions from Section A. Section B is compulsory. Each question of Section A carries 15 marks and of Section B a case for 20 marks.**

**Section A**

1. What is Personal Selling ? Give a brief description about evolution of Sales Management.
2. What are the types of Sales Job ? Explain various factors affecting selling.
3. What is Territory Design ? State its importance and limitations.
4. Explain role of motivation for Sales Force. Suggest any motivational theory that can be applied.
5. What is Retail Promotions ? How retail promotion are carried out ?
6. What are the various distribution method ? Explain role of distribution channel.
7. Explain the role of Internet as a medium for order processing and information.

**Section B**

8. Read the case and answer the questions at the end :

Sidak Reliance Retail Limited was registered under Companies Act, 1956 in the year 1992. The company is basically into grocery and kitchen appliances. It is a chain of department stores in India, currently with more than 480 stores. Taking the advantage of European and other Asian nations' success stories, company opened its outlets in almost all major cities of the country. Due to effective management and policy of offering quality merchandise at reasonable prices, company has been enjoying the status of market leader for the past 16 years. Today, it is the biggest and fastest growing chain of department store and aims to have 600 by 2010.

Analysts observed that its heavy investment in manufacturing and infrastructure indicated that Sidak Reliance was bullish on the prospects of its food and grocery business. Sidak Reliance developed new product lines in its food business drawing on its competencies in brand building, R&D, packaging, and distribution. However, market analysts were not sure whether Sidak Reliance would achieve success in packaged food categories that it had entered. According to a consultant at Mudra Advisory, apart from the ready to eat category, Sidak Reliance Foods was likely to face hurdles in every other food category and especially so in the biscuits and confectionery category due to intense competition. However, more recent reports suggested that even in the ready to eat category, the competition was heating up. Entering the foods business was a strategic decision for Sidak Reliance. While it's core business, grocery was under pressure owing to several factors like entry of countless players and emerging concept of online shopping. Being a cash-rich company, Sidak Reliance planned to deploy its surplus in the packaged food business, where it saw huge business potential.

But due to entry of domestic and foreign players in large numbers under grocery section, company started facing competition especially since mid 2007. There has been tremendous competition to the company's products from other companies which were ventured into the field of grocery and consumer durables in the last five to seven years. As a result of stiff competition with domestic as well as foreign players, profit margin of the company has been steeply declining year

after year to the extent that in the financial year 2007-08 company made a net loss of Rs. 124 crore against consistent profit throughout from the day of its inception. In the year 2006-07, company made net profit of Rs. 65 crore. During its hay days, company has been promoting employees due to constant growth and profit and in most cases even those employees who do not even have any formal qualification in retail management and capability to sell things have been promoted to senior level positions.

The personnel policies of the company somehow have not been well defined as a result of which every new chief executive has been changing it from time to time so much so that present chief executive decided two years back to induct professionally qualified people at the lowest rank of executives. The situation created a very high sense of uncertainty in those managers who have come from ranks without any formal degree in retailing, on the other side professionally qualified sales employees find lack of direction from seniors which have led to high degree of frustration in them. Because of the above mentioned reasons is total demoralization among the employees at all levels resulting into poor performance and lack of concern for the corporation.

**Questions for Discussion :** <http://www.davvonline.com>

- (1) What are your views about the recruitment / promotion policies of the company ?
- (2) What can be done to increase the morale of the employees in present circumstances ?
- (3) What type of training and development program should be imparted for both the professionally qualified and non-professionally qualified personnel ?

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