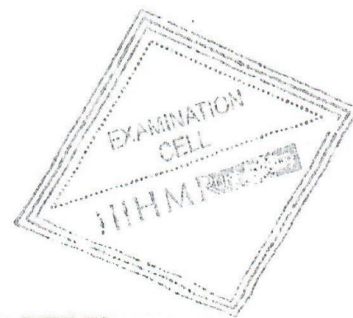


IIHMR UNIVERSITY
School of Pharmaceutical Management
MBA Pharmaceutical Management
Batch-07th (2015-2017) Second Year
Sales and Distribution Management
Term Examination



Time - 3 Hour

MM-70

The question paper contains 2 printed page.

Q. 1. SECTION A (35 Marks)

Instructions for sections A:-

1. *Q1 and Q4 are compulsory*
2. *Overall four questions to be attempted from section A*
- 3.

Q1. Describe the following briefly (Any two)

(2.5x2=05)

- i. Relationship between sales and marketing
- ii. Promotion mix
- iii. Typical purchasing process
- iv. Importance of retailing in sales
- v. Effective negotiation process

Q2. Briefly explain the steps involved in personal selling? Support your answer with suitable examples.

(1x10=10)

OR

Enumerate the importance of segmentation and target marketing in sales. Cite relevant example in support of your answer.

Q3. Explain briefly the points of differences between Schramm's communication model and the transactional model. Draw flow diagram in support of your answer.

(1x10=10)

OR

"The use of computer applications has revolutionized the area of sales management and has brought a paradigm shift in the way sales were managed in the traditional way". Explain the statement citing proper example of some computer application software's in support of your answer.

Q4. Solve the following Case study: -

(1x10=10)

Case study:-

In June 2016, an International funded project (TRUP) from WHO reported finding about vitamin D deficiency in one of the clinical investigations in various demographics virtually throughout all parts of northern India. The multi-disciplinary team, consisting of 23 partners from 12 countries, presented the results of a 4-year program that had started in March 2012, showing deficiency ranging from >17% (in adults in Rajasthan, Haryana, U.P, and J&K) to >20% (children in Uttarakhand, J&K, Himachal Pradesh, and Punjab who were part of the study of migrant health and well-being).

Previous studies have shown that large percentages of populations in the states of Himachal and Uttarakhand also suffer from vitamin D deficiency. A significant percentage (75% of adults including women, children and men) of northern India's population is deficient, due to high rates of air pollution and less exposure to sunlight.

The study concluded that a major portion of the northern India is suffering from vitamin D deficiency. These findings are in direct contrast to what nutritionists have been stating: that deficiencies should not occur in demographics with access to a balanced diet. Nevertheless, the situation has deteriorated such that rickets are reoccurring in the northern region at alarming rates. Other less obvious health impacts are constantly being discovered.

The study also reported that Vitamin D deficiency has been linked to a higher cancer risk, particularly to colon cancer. The risk of developing irritable bowel syndrome (IBS) is also higher, as is the risk for the occurrence of type 2 diabetes. Even the likelihood of developing mental impairments such as autism, "rapid and profound" cognitive decline in old age, and schizophrenia, along with non-communicable diseases such as asthma, allergies, atherosclerosis and others have all been linked to various degrees of vitamin D deficiency.

Ironically this vitamin D deficiency pandemic co-occurs with another epidemic: obesity which worsens the present situation. In order to combat the deficiency situation, the Indian Food Safety Authority (IFSA) is working to address the problem on raising the recommended daily allowance of vitamin D in fortified foods and food supplements. A proposal to that effect is currently under discussion.

Note: The case study is hypothetical and is not based on true facts.

Question:

Q1. Briefly explain the different opportunities which you as a sales manager can carve out of the report for creation of further business opportunities for your organization and give a working solution for implementing your ideas to real business solutions which could be implemented in the practical sales field.

Section B

Note: All questions are compulsory

Q1. Define the following sales metrics:

(15)

1. Target Achievement
2. CAGR
3. PerCapita Per Month
4. Incremental Contribution
5. Contribution Index
6. YTD
7. MAT
8. Market Share of a Brand
9. Market Capitalization Index
10. COGS
11. ROI
12. Performance spread
13. Rate of Cannibalization
14. MCI
15. Relative Market Share Index

Q2. Which motivation theories are used in Sales Management ? According to you, which theory motivation theory is most widely used in Sales Management?

(10)

Q3. What is Sales Planning? Explain in brief the elements of sales planning.

(10)

