

Ronit checked the bill and did not leave any tip for the waiters. Before leaving the restaurant, Ronit met Raj Kumar in private and explained him that he would not be visiting him again. Raj Kumar admitted that he may have been hasty but thought Ronit was being unreasonable as it was his busiest evening and he should make allowances.

At such time, Ronit knew that there was nowhere else they could go at this time. He reached home with 12 gift packs. Ronit and his wife communicated this problem to one of their closest friend couple who understood the situation and opted to let gifts be presented to other 12 members of the group.

Ronit never visited the restaurant again and his friends too stayed away. They narrated this incident to many people.

Answer the following:

- (a) What are the pitfalls in the Sales Manager's Behaviour in this case?
- (b) Had you been Raj Kumar, what could you have done as a sales manager to turn this problem into a situation which would have won him customers forever?

Enrollment No.....



Faculty of Management Studies
End Sem (Even) Examination May-2019
MS3EM10 Sales Management and Merchandising

Programme: BBA Branch/Specialisation: Management/Marketing

Duration: 3 Hrs.

Maximum Marks: 60

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d.

- Q.1 i. Personal selling step in which sales person asks for an order to 1
customer is classified as:
(a) Shipper approach (b) Handling shipment
(c) Closing (d) Follow up
- ii. Promotion technique for consumers according to which demonstrations 1
and displays of products made at place of sale is called:
(a) Point of purchase (b) Cents off deals
(c) Sales Premium (d) Advertising specialties
- iii. Which of the following is correct? 1
(a) $B = D \times P \times K \times V$ (b) $B = B \times D \times K \times V$
(c) $B = D \times P \times C \times V$ (d) $B = P + D + K + V$
- iv. As per one of the theories of selling- in purchasing the "solution" 1
involves _____.
(a) Product only
(b) Service only
(c) Both Product and service
(d) Neither product nor service
- v. Unit numbers permitted by channels for a typical customer in one 1
single purchase is classified as:
(a) Shopper size (b) Lot size
(c) Order size (d) Spatial size
- vi. When a company compares the likely sales, costs and profitability of 1
different channel alternatives, it is called as:
(a) Economic criteria (b) Adaptive criteria
(c) Control criteria (d) Financial criteria

[2]

| | | |
|-------|--|---|
| vii. | Retailers are the types of: | 1 |
| | (a) Agents (b) Merchants (c) Facilitators (d) None of these | |
| viii. | Sunfeast of ITC is an example of which of the following merchandise. | 1 |
| | (a) Product line (b) Product Depth | |
| | (c) Product breadth (d) None of these | |
| ix. | What is primary reason of using lights in windows? | 1 |
| | (a) Gimmick (b) Prop (c) Highlight (d) Coloring | |
| x. | The _____ is used to effectively hold and display merchandise. | 1 |
| | (a) Holder (b) Fixer (c) Hanger (d) Props | |
| Q.2 | i. Write three objectives of personal selling. | 3 |
| | ii. Explain the process of personal selling in detail. | 5 |
| OR | iii. Discuss the nature & role of sales management with example. | 5 |
| Q.3 | i. What is Buyer Seller Dyad? | 2 |
| | ii. Write basic concept behind right set of circumstances. | 2 |
| | iii. Elaborate the theory of Behavioural Equation. | 4 |
| OR | iv. Explain AIDAS theory of personal selling. | 4 |
| Q.4 | i. 'Sales force motivation is a vital part of sales management', elaborate the types of sales force motivation techniques with respect to the above statement. | 3 |
| | ii. Explain the process of training of sales force. | 5 |
| OR | iii. What decisions should a manufacturer take while designing channels of distributions. | 5 |
| Q.5 | i. Define merchandising mix with the help of an example. | 3 |
| | ii. Discuss all types of merchandising with example. | 5 |
| OR | iii. What are the factors which affect merchandising decisions? | 5 |
| Q.6 | i. What do you mean by Visual Merchandising. Write its objectives. | 3 |
| | ii. Write various window sizes and layouts one can refer in visual merchandising. | 5 |
| OR | iii. Explain any four presentation techniques of products in visual merchandising. | 5 |

[3]

Q.7

Case Study

10

Ronit booked a chocolate gift parcels from a restaurant for 12 people at the beginning of the Diwali period to gift the chocolates in festive season to his family and friends. He had been a regular visitor to 'Brown Choco Bakery & Restaurant' and had developed loyalty for this place famous for Bakery items, specifically chocolates. One of the main reason for his selection of this restaurant was that the Sales Manager of Brown Choco Bakery & Restaurant, Raj Kumar knows him well. Since he was regular visitor, he was quite confident that the gift parcels would be a success.

Three days before the scheduled get-together Ronit spoke to Raj Kumar and asked him to increase the gift parcels to 16. He looked busy but informed Ronit it would be quite in order and he looked forward to seeing Ronit and party later that week.

As per programme, all Ronit's friends met at his residence at 7 p.m. on the appointed day and after having a cup of coffee Ronit left for Brown Choco bakery & restaurant to collect his order.

Ronit reached there on time but got shocked to find that the gift packs are only for 12 persons. Raj Kumar came over. Ronit reminded Raj Kumar of his earlier conversation which he had with him three day ago. He asked him to recollect that the order had been increased from 12 to 16 and suggested that it may be an oversight that he had forgotten to arrange the gifts for 16 people. Ronit then asked him to bring or prepare four more gift packs immediately for 16 people to avoid any embarrassment to him and his guests.

To Ronit's great amazement and embarrassment Raj Kumar denied that Ronit had asked for order for 16 people. He, rather, told Ronit that he had not phoned him at all this week to make amendments in the order. "You must have been mistaken" said Raj Kumar.

Ronit tried to make him admit his mistake but Raj Kumar was too rigid and continued to take a stand that he had not received any such call and that the order was for 12 people only. The restaurant was full and Ronit asked Raj Kumar to resolve the matter as his guests had been waiting for more than twenty minutes at his home. Raj Kumar expressed his helplessness and said there was nothing he could do at the moment.

P.T.O.

Marking Scheme

MS3EM10 Sales Management and Merchandising

| | | | |
|-----|-------|---|---------|
| Q.1 | i. | Personal selling step in which sales person asks for an order to customer is classified as: | 1 |
| | | (c) Closing | |
| | ii. | Promotion technique for consumers according to which demonstrations and displays of products made at place of sale is called: | 1 |
| | | (a) Point of purchase | |
| | iii. | Which of the following is correct? | 1 |
| | | (a) $B = D \times P \times K \times V$ | |
| | iv. | As per one of the theories of selling- in purchasing the “solution” involves _____. | 1 |
| | | (c) Both Product and service | |
| | v. | Unit numbers permitted by channels for a typical customer in one single purchase is classified as: | 1 |
| | | (b) Lot size | |
| | vi. | When a company compares the likely sales, costs and profitability of different channel alternatives, it is called as: | 1 |
| | | (a) Economic criteria | |
| | vii. | Retailers are the types of: | 1 |
| | | (b) Merchants | |
| | viii. | Sunfeast of ITC is an example of which of the following merchandise. | 1 |
| | | (a) Product line | |
| | ix. | What is primary reason of using lights in windows? | 1 |
| | | (c) Highlight | |
| | x. | The _____ is used to effectively hold and display merchandise. | 1 |
| | | (b) Fixer | |
| Q.2 | i. | Three objectives of personal selling | 3 |
| | | 1 mark for each (1 mark * 3) | |
| | ii. | Process of personal selling | 5 |
| | | 1 mark for each step (1 mark * 5) | |
| OR | iii. | Nature of sales management with example | 5 |
| | | Role of sales management with example | 3 marks |
| Q.3 | i. | Buyer Seller Dyad | 2 |
| | ii. | Basic concept behind right set of circumstances. | 2 |
| | iii. | Theory of Behavioural Equation | 4 |
| | | Explanation | 3 marks |
| | | Right equation | 1 mark |

| | | | |
|-----|------|---|-----------|
| OR | iv. | AIDAS theory of personal selling. | 4 |
| | | 1 mark for each abbreviation (1 mark * 4) | |
| Q.4 | i. | Types of sales force motivation techniques | 3 |
| | | 1 mark for each technique (1 mark * 3) | |
| | ii. | Process of training of sales force. | 5 |
| | | As per explanation and flow chart | |
| OR | iii. | Decisions should a manufacturer take while designing channels of distributions. | 5 |
| | | 1 mark for each step (1 mark * 5) | |
| Q.5 | i. | Merchandising mix | 3 |
| | | Example. | 2 marks |
| | ii. | All types of merchandising (0.5 for explanation & 0.5 for example) | 5 |
| | | 1 mark for each type (1 mark * 5) | |
| OR | iii. | Factors which affect merchandising decisions | 5 |
| | | 1 mark for each factor (1 mark * 5) | |
| Q.6 | i. | Visual Merchandising definition | 3 |
| | | Its objectives (any two) | 1 mark |
| | ii. | Window sizes one can refer in visual merchandising | 5 |
| | | Layouts one can refer in visual merchandising. | 2 marks |
| OR | iii. | Any four presentation techniques of products in visual merchandising | 5 |
| | | | 2.5 marks |

| | | |
|-----|---|---------|
| Q.7 | Case Study | 10 |
| | Answer the following: | |
| | (a) What are the pitfalls in the Sales Manager's Behaviour in this case? | 5 marks |
| | (b) Had you been Raj Kumar, what could you have done as a sales manager to turn this problem into a situation which would have won him customers forever? | 5 marks |
