



MBA DEGREE EXAMINATIONS: APRIL / MAY 2023

(Regulation 2021)

Third Semester

MASTER OF BUSINESS ADMINISTRATION

P21MBE0138: Sales And Distribution Management

COURSE OUTCOMES

- CO1:** Identify the key elements and functions involved in the development of sales processes.
- CO2:** Classify the key functions for establishing and driving sales teams and organisations.
- CO3:** Demonstrate the knowledge to integrate distribution functions with sales functions strategically.
- CO4:** Assess sales and distribution metrics, technologies, and best practices that bring value for sales leaders.

Time: Two Hours

Maximum Marks: 50

PART A (5 x 3 = 15 Marks)

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| 1 | List the various types of sales organisations. | CO2 | K1 |
| 2 | Explain any 3 approaches used for sales forecasting. | CO2 | K2 |
| 3 | What are the functions of distribution channel members? | CO3 | K1 |
| 4 | Identify the major decisions involved in designing a marketing channel system. | CO3 | K3 |
| 5 | Assess the sales performance of any two types of sales executives. | CO4 | K5 |

	Sales Quota	Weight	Sales Performance
Sales Executive: Logesh			
Sales to Dealers	Rs. 6,00,000	3	Rs. 5,52,000
Gross Profits	Rs. 1,50,000	6	Rs. 1,80,000
Demonstrations	200	4	250
Sales Executive: Kishore			
Sales to Dealers	Rs. 5,50,000	3	Rs. 6,50,000
Gross Profits	Rs 1,40,000	6	Rs. 1,00,000
Demonstrations	180	4	150

PART B (5 x 5 = 25 Marks)

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|---|--|-----|----|
| 6 | Explain the environmental factors that affect sales function with suitable examples. | CO1 | K2 |
| 7 | Explain the advantages and disadvantages related to the use of salary vs. commission in the sales force compensation plan. | CO2 | K2 |
| 8 | Explain the three types of distribution density, their advantages & disadvantages and the product categories suitable for each type. | CO3 | K5 |

- 9 Examine the factors that influence the choice of direct vs. indirect channels for distribution. CO3 K4
- 10 Explain the Key Performance Indicators in Distribution and their real-life applications. CO4 K5

Part – C (1x10=10 marks) Compulsory

- 11 Dalmia Cement (Bharat) Limited has recently launched a premium product branded as ‘Dalmia Supreme Cement’ initially targeted at the eastern region of the country. The new product is a high-quality Portland Pozzolana Cement suitable for constructing strong and durable buildings. The product benefits include superior strength, faster setting and better workability. In addition to selling products, Dalmia Cement (Bharat) Limited also offers post-sale assistance like onsite supervision, engineering services and related support to its customers. CO3 K6
- Develop an effective Sales and Distribution Strategy for Dalmia for achieving success for its new product.
