



MBA DEGREE EXAMINATIONS: NOV/DEC 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. Illustrate the evolution of sales function. | CO1 | [K ₂] |
| 2. What is meant by Go-To-Market (GTM) strategy? | CO1 | [K ₁] |
| 3. List the different types of sales and the primary role of salesperson in each. | CO1 | [K ₁] |
| 4. What are the functions of distribution channel members? | CO3 | [K ₁] |
| 5. How can salespeople improve their selling, negotiating, and relationship marketing skills? | CO3 | [K ₁] |

PART B (5 x 5 = 25 Marks)

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| 6. Explain the various stages of Selling Process and the preparation required for each. | CO1 | [K ₂] |
| 7. Explain any three effective lead generation methods used by business organisations with real-life examples. | CO2 | [K ₂] |
| 8. Examine the role of distribution management in the marketing mix. | CO3 | [K ₄] |
| 9. Explain different levels of distribution channels. What different conflicts arise in channels of distribution and how can they be resolved? | CO3 | [K ₂] |
| 10. What is Retailing? How does the use of technology enhance the efficiency of retail business? | CO4 | [K ₁] |

Part – C (1x10=10 marks) Compulsory

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| 11. The personal computer business unit of Modern Technologies is reaching the end of | CO2 | [K ₅] |
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its fiscal year and is very close to meeting its sales growth objective. Herb Smith, your sales manager, is rallying the troops to “get over the top” so everyone can earn a substantial performance bonus. You are motivated to do your share. Your first call today is to ABC Enterprises. ABC Enterprises purchased several computers from you last year. Mary Faulds, purchasing manager at ABC Enterprises, indicates that her information technology people want to upgrade these computers. You know this sale could be critical to meeting your quota and the business unit’s sales growth objective. However, you also know that a new, more powerful personal computer will be available in three months. This new personal computer is exactly what ABC Enterprises needs, but the sale cannot be made until after the fiscal year ends.

Compulsory Questions

Explain the type of business strategy you would adopt. Recommend the sales force activities you would implement in the above situation.
