



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: Three Hours

Maximum Marks: 100

PART A (5Qx 6M = 30 Marks)

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| 1. | Discuss about the evolution, nature, and importance of sales management. | CO1 [K ₂] |
| 2. | What are sales quotas and why it is important for a sales manager to set quotas for salespeople? | CO2 [K ₁] |
| 3. | Discuss the importance of Sales Channel strategies. | CO3 [K ₄] |
| 4. | What are the methods used for assessing the training needs of salespeople? Describe briefly the steps involved in designing and executing a sales training program. | CO1 [K ₁] |
| 5. | Discuss how supply chain management strategies help better control over the inventories and lower cost. | CO4 [K ₄] |

PART B (5Q x 10M = 50 Marks) Answer Any Five Questions only

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| 6. | Explain various steps involved in the process of personal selling. Also discuss the skills required in each stage of selling. | CO2 [K ₄] |
| 7. | Briefly discuss the method which would be suitable to forecast the sale of a cold pressed fruit juice for the Indian market. | CO3 [K ₅] |
| 8. | Enumerate some of the principles for developing distribution strategies for rural markets. | CO1 [K ₅] |
| 9. | Explain the different channel flows performed by wholesalers. | CO2 [K ₂] |
| 10. | Examine how sales force automation can help you manage customer relationships more effectively. | CO3 [K ₄] |
| 11. | Illustrate in brief the main areas that give rise to channel conflicts. | CO2 [K ₂] |
| 12. | Describe briefly about the quantitative and qualitative measures to evaluate salespeople towards better performance. | CO4 [K ₄] |

Part – C (1Qx20M=20 marks) Compulsory

13.

Case Study: Airbnb - Revolutionizing Hospitality through Customer Segmentation

CO4 [K6]

Founded in 2008, Airbnb has grown into a global online community and marketplace that connects travelers with unique accommodation and local experiences. As the legendary story goes, Airbnb, the multibillion-dollar vacation rental platform, began with a simple air mattress on the floor. With a mission to create a world where anyone can belong anywhere, Airbnb has disrupted the traditional hospitality industry by allowing individuals to rent out their homes or properties to travelers seeking more authentic and personalized lodging options.

Diverse Customer Base:

Airbnb's platform caters to a diverse range of users, including solo travelers, families, business professionals, adventure seekers, and cultural enthusiasts. The variety of accommodation options, from cozy apartments to luxurious villas, reflects the platform's commitment to providing choices that suit different preferences, budgets, and travel purposes.

Challenges:

Airbnb has grown to a current value of \$110 billion, with over 4 million hosts in more than 220 countries. The flexibility of the Airbnb brand strategy has been an important part of the company's overall stability during the massive global downturn in the tourism sector during COVID-19. Despite a 30% loss in year-on-year revenue during the pandemic, Airbnb hosts still earned \$1 billion, and the company even went public in December 2020. As Airbnb expanded globally, it faced the challenge of meeting the unique needs and expectations of its diverse user base. Recognizing that a one-size-fits-all approach to customer engagement and marketing wouldn't suffice, Airbnb sought to implement effective customer segmentation strategies.

- a) Discuss about how historical booking data and user reviews be leveraged for segmentation?
- b) Explain the key performance indicators (KPIs) which will indicate the success of segmentation efforts?
