



**MBA DEGREE EXAMINATIONS: NOV / DEC 2024**

(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)**

- |   |  |     |                   |
|---|--|-----|-------------------|
| 1 | Discuss the evolution and importance of sales function.  | CO1 | [K <sub>2</sub> ] |
| 2 | What do you mean by Go-To-Market (GTM) strategy?   | CO1 | [K <sub>1</sub> ] |
| 3 | What are sales quotas and why it is important for a sales manager to set quotas for salespeople? | CO1 | [K <sub>1</sub> ] |
| 4 | What are the functions of distribution channel members?  | CO3 | [K <sub>1</sub> ] |
| 5 | What is Retailing? How does the use of technology enhance the efficiency of retail business?     | CO4 | [K <sub>1</sub> ] |

**PART B (5 x 5 = 25 Marks)**

- |    |  |     |                   |
|----|--|-----|-------------------|
| 6  | Explain various steps involved in the process of personal selling. Also discuss the skills required in each stage of selling.                | CO1 | [K <sub>5</sub> ] |
| 7  | Explain any three effective lead generation methods used by business organisations with real-life examples.                                  | CO2 | [K <sub>2</sub> ] |
| 8  | Examine the role of distribution management in the marketing mix.  | CO3 | [K <sub>4</sub> ] |
| 9  | Explain different levels of distribution channels. What different conflicts arises in channels of distribution and how they can be resolved? | CO3 | [K <sub>2</sub> ] |
| 10 | Discuss how supply chain management strategies help better control over the inventories and lower cost.                                      | CO4 | [K <sub>6</sub> ] |

**Part – C (1x10=10 marks) Compulsory**

- |    |   |     |                   |
|----|---|-----|-------------------|
| 11 | The personal computer business unit of Modern Technologies is reaching the end of 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 | CO2 | [K <sub>5</sub> ] |
|----|---|-----|-------------------|

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 Enterprise's needs, but the sale cannot be made until after the fiscal year ends.

**Compulsory Questions**

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

\*\*\*\*\*