



MBA DEGREE EXAMINATION: 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: Three Hours

Maximum Marks: 100

PART A (5Q x 4 marks = 20 Marks)

(Answer ALL Questions)

- 1 Explain the difference between marketing and sales organizations, highlighting their roles in business. CO1 [K₂]
- 2 What are the best practices for setting sales quotas? CO2 [K₁]
- 3 Analyze the challenges of category management in distribution. CO3 [K₄]
- 4 Identify the factors influencing the choice of distribution channels for FMCG products. CO3 [K₃]
- 5 Define key performance indicators (KPIs) for sales analytics, such as sales conversion rates and average profit margins. CO4 [K₁]

PART B (3Q x 20 marks = 60 Marks)

(Answer ANY THREE Questions)

- 6 Analyze the frameworks for understanding and managing the sales environment, illustrating their application in different industries. CO1 [K₄]
- 7 Explain the importance of training and compensation in driving sales force effectiveness. CO2 [K₂]
- 8 Determine the key components of distribution planning and control, including SKU management and inventory reconciliation. CO3 [K₅]

- 9 Evaluate the role of hybrid channels in achieving competitive advantage. CO3 [K₄]
- 10 Compare and contrast customer retention rate and churn rate as sales metrics, explaining their importance for business strategy. CO4 [K₅]

PART C (1Q x 20 marks = 20 Marks)

Compulsory

- 11 GlobalTech Solutions is a leading provider of cloud-based software solutions for small and medium-sized businesses (SMBs). Over the past few years, the company has been facing challenges in meeting its aggressive sales targets. Despite having a large sales team, performance has been inconsistent, and the sales leaders are struggling to identify the most promising opportunities in their pipeline. GlobalTech's sales process lacks clarity, and the sales team's efforts are spread too thin across multiple leads, with limited visibility on which leads have the highest potential for conversion.

In an effort to improve its sales performance, GlobalTech's leadership decided to integrate sales analytics into their sales process, focusing specifically on two key metrics: pipeline coverage and lead scoring. The goal was to use these analytics to better manage the sales pipeline, prioritize high-potential leads, and optimize resource allocation.

Compulsory Questions

Synthesize how the integration of pipeline coverage and lead scoring can transform a company's sales strategy and performance. Reflect on the challenges a company might face while implementing these metrics and propose solutions to overcome these challenges.
