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End Semester Examination, December 2024
MBA/MBA DM – III Semester
MCSP739 - Sales & Distribution Management

Time: 2.5 hrs.

Max Marks: **50**

Note: *All Questions are compulsory. Marks are indicated against each question.*

PART-A

Attempt any 5 Questions from Part 1

- Q1. (a) Describe Weighted Distribution. [CO-1] [L-2]
(b) Explain Sales Quotas [CO-1] [L-2]
(c) List any 3 duties of a salesperson [CO-1] [L-2]
(d) Describe order processing. [CO-1] [L-2]
(e) What is Sales Analysis? [CO-1] [L-2]
(f) Describe any 3 types of channel structures [CO-1] [L-2]
(g) Establish the importance of FAB in sales presentation. [CO-1] [L-2]

10=2x5

PART-B

All Questions carry 10 Marks

- Q.2 Describe the significance of sales quotas in managing a sales team. Describe the process of setting sales quotas and discuss how well-defined quotas impact team motivation and performance. [CO-2] [L-] **10**

OR

Illustrate how sales territories should be designed for a national company with diverse product offerings. Consider factors such as market demand, geographic challenges, and customer base in your explanation. [CO-2] [L-3] **10**

- Q.3 Use the concepts of vertical and horizontal channel structures to propose an effective distribution strategy for a company expanding internationally. Explain how these structures would impact channel relationships and logistics. [CO-3] [L-3] **10**

OR

Demonstrate how to design a channel strategy for a new retail product. Include factors such as channel levels, types of intermediaries, and the target customer base in your design. [CO-3] [L-3] **10**

- Q4. Critically evaluate the role of logistics in physical distribution. How do efficient logistics management practices, including transportation optimization and inventory control, affect cost savings and customer satisfaction in channel management? [CO-4] [L-5] **10**

OR

Assess the impact of warehousing strategies on effective channel management. Analyze how factors like location, capacity planning, and technological integration in warehousing contribute to seamless distribution and order fulfillment. [CO- 4] [L-5] **10**

- Q.5 Evaluate the effectiveness of sales Contest in driving team performance. How can these tools be optimized to balance motivation? Provide examples to support your evaluation. [CO-5] [L-5] **10**

OR

Critically assess the role of sales forecasting in strategic planning for a sales organization. How does accurate forecasting influence budget allocations, resource planning, and overall sales strategy? [CO-5] [L-5] **10**