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Total Number of Pages: 02

Course: MBA
Sub_Code: 18MBA302A

3rd Semester Regular/Back Examination: 2024-25

SUBJECT: Sales & Distribution Management

BRANCH(S): MBA, MBA (A & M), FM&HRM, LSCM, MBA (M & F), RM, BA, FM, GM, HRM, IB,
MM, MBA(PT)

Time: 3 Hours

Max Marks: 100

Q.Code: R106

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right-hand margin indicate marks.

Part-I

Q1 Answer the following questions: (2 x 10)

- a) What is the main objective of the Sales & Distribution Management course?
- b) What is the purpose of setting up a sales organization?
- c) How does sales force motivation and compensation play a role in sales management?
- d) What is the importance of sales forecasting and territory design in sales management?
- e) What is the role of designing customer-oriented marketing channels in Distribution Management?
- f) How are channel member behavior and channel conflict addressed in Distribution Management?
- g) What is the role of supply chain management in online marketing?
- h) What is the purpose of distribution analysis in distribution management?
- i) What is the significance of training for a newly recruited sales force?
- j) Describe the concept of sales analytics.

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

- a) Explain the concept of Omni Channel distribution and its importance in modern marketing.
- b) Discuss the depth and width of distribution analysis in Distribution Management.
- c) What is the significance of Percentage Dealer Stocking and Per Dealer Off-take in Distribution Management?
- d) How does Stock Turnover Ratio and Weighted Distribution impact distribution decisions?
- e) Describe the role of Vertical marketing system and Horizontal Marketing system in Distribution Management.

- f) Discuss the objectives and importance of Logistics Management in the context of Online Marketing and Retailing.
- g) Explain the key decisions involved in Logistics planning and Inventory management.
- h) What are the critical transportation decisions covered in the Logistics Management?
- i) How does Supply Chain Management contribute to effective Online Marketing and Retailing?
- j) Discuss the types and causes of channel conflicts in distribution management.
- k) Define Weighted Distribution and its significance in assessing market reach.
- l) Give a brief note on horizontal marketing system.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3** Discuss the impact of consumer behavior on sales and distribution strategies. How can understanding consumer preferences enhance sales performance? **(16)**
- Q4** Evaluate the role of technology and digital channels in modern sales and distribution management. Suggest ways in which it can be further enhanced to address the evolving industry trends. **(16)**
- Q5** Discuss the importance of integrating the various aspects of sales management, distribution management, and logistics management for effective supply chain operations. Provide examples to illustrate the interconnections between these domains. **(16)**
- Q6** Analyze the challenges faced by sales and distribution managers in a global market. What strategies can be implemented to overcome these challenges? **(16)**