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S. No. of Question Paper : 6352

Unique Paper Code : 2923062013

Name of the Paper : Sales and Distribution Management

Name of the Course : Bachelor of Management of Studies (BMS)

UGCF-2022

Semester : IV/VI

Duration : 3 Hours

Maximum Marks : 90

(Write your Roll No. on the top immediately on receipt of this question paper.)

1. Nexora Tech, a global innovator in smart home solutions, distributes its products through exclusive brand stores, third-party retailers, and its own e-commerce platform. Recently, conflicts have emerged as online price reductions have impacted in-store sales, and some retail partners feel sidelined due to stock allocation preferences. As tensions rise, Nexora must find a way to balance its multi-channel strategy while maintaining strong partnerships.

- (A) Identify and analyze the types of channel conflicts, their stages of escalation, and the key causes contributing to the tensions between Nexora Tech and its distribution partners.

9

P.T.O.

- (B) Propose strategic solutions to resolve the conflict. Discuss effective conflict resolution strategies and recommend the most suitable conflict management style Nexora Tech should adopt to ensure long-term channel cooperation. 9

2. Retail Edge Inc., a leading electronics retailer, has observed a decline in sales across several regional stores. Upon evaluation, the management identified inefficiencies in sales territory allocation and the absence of a structured sales quota system as key issues affecting performance. To address these challenges, the company plans to restructure its sales territories for better market coverage and introduce sales quotas to drive accountability and motivation among sales personnel.

- (A) What key factors should Retail Edge Inc. consider while allocating sales territories to ensure efficiency and market penetration ? 9

- (B) Discuss different methods for setting sales quotas. Which method would be most suitable for Retail Edge Inc. and why ? 9

3. (A) Explain the key stages in the selling process from prospecting to post-sales follow up how do these stages vary in B2B and B2C sales ? 9

- (B) Explain how the Buying formula Theory of selling and behavior equation theory selling can be used to develop effective sales messaging and communication strategies. Provide suitable examples. 9

4. (A) Discuss the primary objectives of logistics management. How do these objectives contribute to achieving overall business goals and enhancing customer value ? 9
- (B) Explain the key components of customer-oriented logistics. How do these components work together to enhance customer satisfaction and improve supply chain efficiency ? 9
5. (A) Explain how distribution functions enhance value in the supply chain. Provide examples from different industries. 9
- (B) Discuss the key steps involved in designing a distribution channel strategy and analyze the factors that affect the design of marketing channels. How do these factors influence the overall effectiveness of the distribution strategy ? 9
6. Write short notes on any *three* of the following : 6+6+6
- (1) Buyer seller dyads.
- (2) Emerging trends in sales management.

