

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 1183

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Unique Paper Code : 2923062013

Name of the Paper : Sales and Distribution Management

Name of the Course : **Bachelor of Management Studies (NEP)**

Semester : IV

Duration : 3 Hours

Maximum Marks : 90

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. All questions are mandatory and carry equal marks.

Q.1. A consumer durables company has been experiencing a consistent decline in sales over the past year despite offering technologically superior products. The sales team relies heavily on traditional selling approaches and lacks customer engagement skills. Competitors, on the other hand, are adopting consultative selling techniques and leveraging digital tools to understand customer needs better. Additionally, the company has not updated its sales strategies to match changing consumer behavior and market dynamics. Apply relevant selling theories such as AIDAS, Buying Formula, and Behavioral Equation Theory to recommend improvements.

(18)

Q.2. A pharmaceutical company operates across multiple regions with a large sales force. However, it faces challenges such as uneven workload distribution, overlapping territories, and inconsistent sales performance. Some sales representatives are unable to meet their targets due to unrealistic quotas, while others exceed expectations due to favorable territories. This imbalance has led to dissatisfaction among employees and inefficiencies in market coverage.

a) Critically analyze the issues related to sales territory design and allocation. (9)

b) Evaluate the existing sales quota system and identify its shortcomings. (9)

Q.3. Explain the importance of distribution channels in marketing. Discuss why they are required, the key activities performed by a typical distribution channel, and how distribution functions contribute to value addition for customers and firms. (18)

P.T.O.

Q.4. Discuss the role of logistics planning and transportation decisions in ensuring efficient distribution. Also, analyze the importance of channel relationships and channel control in achieving effective supply chain performance. (18)

Q.5. Write short notes on any three of the following: (6x3=18)

- a) Channel Positioning
- b) Types of personal selling
- c) Emerging trends in sales management
- d) Managing channel member behaviour