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Your Roll No.....

Sr. No. of Question Paper : 1363

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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 goods company has recently expanded its operations into new regions. However, it is facing challenges such as uneven workload among sales representatives, inefficient coverage of markets, and inconsistent sales performance. Some areas are over-served while others are neglected. Additionally, the company is struggling to set appropriate targets for its sales force, leading to confusion and lack of motivation.

a) What is a sales territory? Explain the factors that should be considered while designing and allocating sales territories in this situation. (9)

b) What are sales quotas? Discuss the different types of sales quotas and explain their importance in improving sales force performance. (9)

Q.2. A company manufacturing packaged food products supplies goods to wholesalers and retailers across different cities. Recently, the company has been facing issues such as delayed deliveries, increased transportation costs due to poor route planning, and frequent stock shortages at retail outlets. Distributors have also complained about lack of coordination and unclear authority, leading to conflicts within the distribution channel.

P.T.O.

a) Explain the concept of logistics management and how effective transportation decisions can help reduce costs and improve delivery efficiency. (9)

b) Elucidate some of the channel influence strategies that can help to take the situation in control. (9)

Q.3. Explain the following theories of selling with suitable examples: (18)

- Right set of circumstances theory of selling
- Buying Formula Theory
- Behavioral Equation Theory

Q.4. Define distribution channels and explain their importance in marketing. Discuss why organizations require distribution channels and describe the major functions performed by them. Further, explain the concept of designing customer-oriented distribution channels and its significance. (18)

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

- a) Types of personal selling
- b) Sales control
- c) Shapes of sales territory
- d) Emerging trends in sales management