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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA
(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA MF

SEM: IV - THEORY EXAMINATION (2025 - 2026)

Subject: Sales and Distribution Management

Time: 3 Hours

Max. Marks: 100

General Instructions:

IMP: Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of **three Sections -A, B, & C**. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.

2. Maximum marks for each question are indicated on right -hand side of each question.

3. Illustrate your answers with neat sketches wherever necessary.

4. Assume suitable data if necessary.

5. Preferably, write the answers in sequential order.

6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION-A

20

1. Attempt all parts:-

- (1.1) Salesmanship refers to.....(CO1,K1) 1
- the ability to manufacture quality goods
 - the skill of persuading a prospect to buy a product or service
 - the process of distributing goods
 - the science of pricing
- (1.2) A sales manager is primarily responsible for.....(CO1,K1) 1
- designing product packaging
 - leading, motivating and directing the sales team to achieve targets
 - managing financial accounts
 - handling customer complaints only
- (1.3) Filling a sales position involves.....(CO2,K1) 1
- only placing a newspaper ad
 - recruitment, selection, training, and placement
 - manufacturing orientation
 - pricing review
- (1.4) The purpose of sales training is to.....(CO2,K2) 1
- reduce the number of salespeople
 - improve product knowledge, selling skills, and motivation of the sales force
 - eliminate the need for supervision
 - replace experienced salespeople with freshers
- (1.5) A sales quota is best described as.....(CO3,K2) 1

- (a) the maximum units to be produced
 - (b) a quantitative target set for a salesperson or territory
 - (c) the price limit for a product
 - (d) the size of a sales territory
- (1.6) Sales territory is defined as.....(CO3,K2) 1
- (a) a state or country only
 - (b) a specific geographic area or customer group assigned to a salesperson
 - (c) the total number of products sold
 - (d) the marketing budget area
- (1.7) An indirect distribution channel involves.....(CO4,K2) 1
- (a) producer selling directly online
 - (b) at least one middleman between producer and consumer
 - (c) only the producer and final consumer
 - (d) a government agency distributing goods
- (1.8) A hybrid distribution channel means.....(CO4,K2) 1
- (a) using only online channels
 - (b) using only retail stores
 - (c) using a combination of direct and indirect channels simultaneously
 - (d) using two wholesalers
- (1.9) Channel profitability analysis helps a company (CO5,K2) 1
- (a) hire more employees
 - (b) determine which channel members or channels contribute most to overall profitability
 - (c) set production targets
 - (d) design new products
- (1.10) The purpose of setting performance standards for channel members is to (CO5,K2) 1
- (a) give distributors unlimited freedom
 - (b) provide a clear benchmark against which actual channel performance can be measured and improved
 - (c) reduce company monitoring costs
 - (d) increase the number of channel partners

2. Attempt all parts:-

- (2.1) List any four types of sales personnel. (CO1,K1) 2
- (2.2) Define a geographic sales organisation. (CO2,K2) 2
- (2.3) Explain various Key Performance Indicators (KPIs) in sales management.(CO3,K2) 2
- (2.4) Analyse when would a company choose air transport despite its higher cost. (CO4,K2) 2
- (2.5) List four common sources of channel conflict. (CO5,K2) 2

SECTION-B

30

Answer any one of the following:-

- (3.1) Differentiate between the role of selling in a product company versus a service 6

	company. (CO1,K2)	
(3.2)	Describe the steps a salesperson should follow while handling customer objections. (CO1,K2)	6
Answer any one of the following:-		
(3.3)	Describe the recruitment and selection process for a sales position in detail.(CO2,K2)	6
(3.4)	Explain the process of filling a sales position from job analysis to final placement. (CO2,K2)	6
Answer any one of the following:-		
(3.5)	Describe the process of sales force appraisal and discuss the criteria used for evaluation. (CO3,K2)	6
(3.6)	Discuss the process of setting sales quotas. What are the key challenges and how can they be overcome. (CO3,K4)	6
Answer any one of the following:-		
(3.7)	Explain the concept of warehousing in physical distribution. Discuss its importance and the different types of warehouses. (CO4,K2)	6
(3.8)	Explain ABC analysis and EOQ as tools for inventory management. Explain their relevance and suitability. (CO4,K2)	6
Answer any one of the following:-		
(3.9)	Discuss the need for channel leadership. (CO5,K2)	6
(3.10)	Critically analyze the role of information systems in improving channel performance in India's FMCG distribution. (CO5,K2)	6
SECTION-C		50
4. Answer any <u>one</u> of the following:-		
(4.1)	Discuss the process of selling in detail with practical examples at each step. (CO1,K2)	10
(4.2)	Discuss the key skills and qualities required to be a successful modern salesperson.(CO1,K2)	10
5. Answer any <u>one</u> of the following:-		
(5.1)	Discuss the concept of sales training in detail. Explain the different training methods, their advantages, and how to evaluate training effectiveness. (CO2,K2)	10
(5.2)	Discuss the key functions and responsibilities of a sales organisation in achieving corporate sales objectives. (CO2,K2)	10
6. Answer any <u>one</u> of the following:-		
(6.1)	Explain the various theories of motivation relevant to a sales manager leading a team. Discuss which theory is most applicable to motivate frontline salespeople. (CO3,K2)	10
(6.2)	Design a comprehensive sales compensation plan for a pharmaceutical medical representative in India. Include fixed and variable components and justification.(CO3,K6)	10
7. Answer any <u>one</u> of the following:-		
(7.1)	Describe in detail the order processing cycle and explain the impact of digital	10

technology on each stage of order processing in a modern distribution system. (CO4,K2)

- (7.2) Explain the role of transportation in physical distribution. Discuss the different modes of transport, factors influencing mode selection, and the concept of multimodal transportation with Indian examples. (CO4,K2) 10

8. Answer any one of the following:-

- (8.1) Explain the concept of channel leadership in detail. Discuss the sources of channel power and how they are used by different types of channel leaders. Include real-world examples. (CO5,K2) 10
- (8.2) Discuss the elements and impact of channel information systems on channel flows in modern distribution. How has technology transformed channel management in India. (CO5,K2) 10

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