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MASTER OF BUSINESS ADMINISTRATION (M.B.A.)
EXAMINATION: DECEMBER - 2024
SEMESTER - IV

Sub.: Sales & Distribution Management (MMM406)

Date : 28/12/2024

Total Marks : 60

Time: 10.00am to 12.30pm

Instructions:

- 1) All questions are compulsory.
- 2) Figures to the right indicate full marks.

- Q. 1. Write Short notes on (Any Three) (15)**
1. Personal selling process.
 2. Setting the sales territory.
 3. Sources of recruitment.
 4. Wholesaling.
 5. Retailing.
- Q. 2. Answer in detail (Any One) (10)**
1. Explain the Introduction to sales management and importance of sales management.
 2. What is meant by Sales planning and Budgeting?
- Q. 3. Answer in detail (Any One) (10)**
1. Analyze Motivation and compensation of sales Personnel.
 2. Explain Marketing Channels.
- Q. 4. Answer in detail (Any One) (10)**
1. How can one effectively manage and evaluate channel performance?
 2. What are the potential benefits and challenges of using e-commerce?
- Q. 5. Case study (15)**

Implementing CRM for Better Customer Retention

A small retail company, ABC Mart, was facing challenges in retaining customers and managing customer data effectively. The management decided to implement a Customer Relationship Management (CRM) system to streamline customer interactions and improve retention rates. The CRM software enabled the company to collect and analyze data on customer preferences, purchasing patterns, and feedback. By utilizing this data, ABC Mart personalized their communication and offered targeted promotions, which led to a noticeable increase in customer engagement.

Initially, some employees resisted the new system, citing a lack of technical knowledge and fear of change. To address this, the management organized training sessions to familiarize staff with the CRM software. These sessions emphasized the benefits of CRM, such as easier access to customer information and better coordination among teams. Gradually, the

employees adapted, and the company started noticing a reduction in customer complaints and an increase in repeat purchases.

After six months of CRM implementation, ABC Mart conducted a review and found that their customer retention rate had improved by 20%. Additionally, they discovered new opportunities for upselling and cross-selling based on customer data. The management recognized that the CRM system not only strengthened customer relationships but also provided valuable insights to enhance overall business strategies.

Questions:

1. What key challenge prompted ABC Mart to implement a CRM system?
 2. How did the company address employee resistance to the new CRM system?
 3. What benefits did ABC Mart experience after implementing the CRM system?
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