

TILAK MAHARASHTRA VIDYAPEETH, PUNE
BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) (071)
EXAMINATION: MAY - 2026
SEMESTER - VI

Sub.: Sales and Distribution Management (BBA 23-614-MKTG)

Date : 19/05/2026

Total Marks : 60

Time: 10.00 am to 12.30 pm

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

Q. 1. Choose the most appropriate option. (05)

1. Sales management primarily focuses on:
 - a) Production planning
 - b) Managing the sales force and achieving revenue targets
 - c) Product design
 - d) Corporate finance
2. Which of the following is a direct distribution channel?
 - a) Wholesaler → Retailer → Customer
 - b) Company sales team → Customer
 - c) Distributor → Retailer → Customer
 - d) Franchise network → Customer
3. CRM systems in sales management are primarily used to:
 - a) Increase production output
 - b) Automate financial reporting
 - c) Manage customer relationships and data
 - d) Conduct employee performance appraisals
4. Which is a qualitative sales forecasting technique?
 - a) Time series analysis
 - b) Expert opinion (Delphi method)
 - c) Regression analysis
 - d) Moving averages
5. Sales compensation plans are designed to:
 - a) Penalize poor performance only
 - b) Motivate the sales force to achieve targets
 - c) Replace marketing strategies
 - d) Reduce product costs

Q. 2. State True / False (05)

1. Sales management only involves closing sales deals
a) True b) False
2. Direct channels eliminate intermediaries between company and customer.
a) True b) False
3. Quantitative forecasting relies solely on expert judgment.
a) True b) False
4. Motivating the sales team is a critical function of sales force management
a) True b) False
5. B2C sales generally involve longer decision-making cycles than B2B sales.
a) True b) False

Q. 3. Write Short notes on (Any Three) (15)

1. Definition and Scope of Sales Management
2. Evolution of Sales Management
3. Objectives and Functions of Sales Management
4. Importance of Distribution in Marketing Strategy
5. Personal Selling Process

Q. 4. Answer in detail (Any Two) (20)

1. Why is Sales and Distribution Management a crucial in modern business ?
2. Discuss Handling Objections and Closing Sales. Why is it critical for success?
3. Discuss E-commerce and Digital Distribution Channels. Why are they vital in modern sales management?
4. Describe Sales Force Planning, Recruitment, Training, and Motivation to contribute of performance?

Q. 5. Case study (15)

Tech Smart Ltd., a consumer electronics company, has noticed a 20% decline in sales of its flagship Smartphone's over the past six months. Customer surveys indicate dissatisfaction with delayed delivery, poor after-sales support, and limited availability in key markets. Competitors offer faster delivery, online tracking, and aggressive discounts. The company relies heavily on traditional retail stores and lacks an integrated CRM system. Management plans to revamp sales strategies and optimize distribution.

Questions:

1. Write key sales and distribution issues in this case..
 2. How could CRM systems and e-commerce channels improve performance?
 3. What strategies to improve sales force performance and customer satisfaction?
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