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MASTER OF BUSINESS ADMINISTRATION (M.B.A.)
EXAMINATION: MAY - 2026
SEMESTER - IV

Sub.: Sales and Distribution Management (MBA24-MM405/MMM406)

Date : 21/05/2026

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. Write Short notes on (Any Three) (15)**
1. Recruitment and Selection of Sales Force
 2. Channel Design and Structure
 3. Logistics Management in Distribution
 4. E-Commerce and AI in Sales
 5. Training and Development of Sales Force
- Q. 2. Answer in detail (Any One) (10)**
1. Explain the Evolution from Transactional to Relationship Selling Has Changed Sales Strategy.
 2. Differentiate Between Direct, Indirect, and Digital Distribution Channels. Analyze Their Strategic Implications.
- Q. 3. Answer in detail (Any One) (10)**
1. Discuss Sales Force Motivation and Compensation Influence Organizational Performance. Evaluate Monetary and Non-Monetary Incentives.
 2. How B2B Selling Differs from B2C Selling. Analyze the Implications for Sales Strategy.
- Q. 4. Answer in detail (Any One) (10)**
1. Evaluate the Causes of Channel Conflict and Design a Resolution Strategy.
 2. Why is Channel Design a Strategic Decision? Analyze the Factors Influencing Channel Selection and Structure..
- Q. 5. Tata Motors is one of India's leading automobile manufacturers. Its Commercial Vehicles (CV) division operates through a nationwide dealer network supported by regional sales managers and territory sales officers. Over the past two years, the CV division has faced declining market share in Tier-2 and Tier-3 cities despite overall growth in infrastructure and logistics demand. Internal analysis revealed several issues: Uneven territory allocation leading to overburdened sales officers in high-potential areas, Lack of consultative selling skills for fleet customers, Inconsistent performance evaluation standards across regions , Low adoption of CRM technology, High attrition among young sales executives. Competitors are offering customized financing solutions and digital order-tracking tools, attracting B2B fleet operators. Top management is considering restructuring the sales organization and upgrading its digital capabilities. (15)**
- Q1. Analyze the key sales management problems affecting performance.
 Q2. Evaluate the effectiveness of the current sales force management and compensation system.
 Q3. Design a comprehensive restructuring and digital integration strategy.