



Term Evaluation (Odd) Semester Examination September 2025

Roll no.

Name of the Course: Masters of Business Administration

Semester: III

Name of the Paper: Sales & Distribution Management

Paper Code: MBA 303 MK I

Time: 1.5 hour

Maximum Marks: 50

Note:

- This question paper contains two Sections - A and B
- Both Sections are compulsory
- Answer any two sub questions from a, b & c in each main question of Section A. Each sub question carries 5 marks.
- Section B, consisting of a case study, is compulsory. It is of 20 Marks.

Section A

Q1.

- Define Sales Management. Explain its nature and scope. (2X5 = 10 Marks) CO1
- Discuss the role of sales management in achieving organizational goals. CO1
- How does sales management balance between customer satisfaction and profitability? CO1

Q2.

- What is a Relationship Strategy in sales? How does it differ from traditional selling? (2X5 = 10 Marks) CO2
- Explain the concept of the "Double Win" strategy with suitable examples. CO2
- Differentiate between Hard Sale and Soft Sale strategies. In what situations is each most effective? CO3

Q3.

- What are personal selling objectives? Explain their importance in sales planning. (2X5 = 10 Marks) CO3
- Explain the step-by-step process of effective selling. CO4
- Define "closing the sale." Discuss different closing techniques with examples. CO5

Section B

Q4. Case Study

(20 Marks)

Sunrise FMCG Ltd. is a fast-growing company in India, dealing in packaged food products such as snacks, biscuits, and beverages. Initially, the company focused on urban markets and distributed its products through large supermarkets and wholesalers. Sales grew steadily, but competitors began capturing the rural market by offering better distribution coverage and stronger retailer relationships.

To address this, Sunrise decided to redesign its sales and distribution strategy. Key steps included:

- Expanding distribution channels to cover rural markets through village-level retailers, mobile vans, and tie-ups with local distributors.