



End Term (Odd) Semester Examination November 2025

Roll no.....

Name of the Course and semester: MBA, III SEMESTER

Name of the Paper: SALES & DISTRIBUTION MANAGEMENT

Paper Code: MBA 303 MK-1

Time: 3 hours

Maximum Marks: 100

Note:

- (i) This question paper contains two Sections-Section A and B
- (ii) Both Sections are compulsory
- (iii) Answer any two sub questions from a, b & c in each main question of Section A. Each sub question carries 10 marks.
- (iv) Section B, consisting of a case study, is compulsory. It is of 20 Marks.

Section A

Q1.

CO 1,02,03
(2X10=20 Marks)

- a. Discuss the process of recruiting sales personnel. Why is recruitment planning important in sales management?
- b. What are personal selling objectives? Discuss the steps involved in setting personal selling objectives.
- c. What is socialization of sales personnel? Discuss its stages and importance in sales management.

Q2.

CO 1,02,03
(2X10=20 Marks)

- a. What is prospecting? Explain different methods used for identifying potential customers.
- b. Explain how technology has changed the personal selling process.
- c. What is a Sales Information System (SIS)? Explain its planning process and components

Q3.

CO 1,02,03
(2X10=20 Marks)

- a. What do you understand by zero-level, one-level, and multi-level distribution channels? Give suitable examples
- b. Explain the relationship between inventory management, warehousing, and transportation in channel management.
- c. What is channel management? Explain the use of power and influence in managing channels.



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Q4.

CO 2,03,04

(2X10=20 Marks)

- a. What is channel design? Explain the steps involved in designing a marketing channel system.
- b. What is organized retailing in India? Discuss the growth and challenges of organized retail.
- c. What are the different flows in a marketing channel (product, payment, information, ownership)? Explain each with examples.

Section B

Q5. Case Study

(CO 2,3,5) (20 Marks)

“EVEREST ELECTRONICS LTD. – Managing Channel Conflicts in a Competitive Market”

Everest Electronics Ltd. is a leading Indian company manufacturing consumer electronics such as televisions, washing machines, and refrigerators. For over two decades, the company relied on a traditional distribution network consisting of regional distributors, sub-distributors, and retail dealers spread across the country.

In recent years, the company started facing stiff competition from global brands that sold directly to consumers through online platforms. To stay relevant, Everest launched its own direct-to-customer e-commerce website and partnered with major e-trailers such as Amazon and Flipkart.

Soon after expanding into online sales, channel conflicts began to surface between traditional distributors and the company's new online channel.

Several issues emerged:

1. **Price Conflicts:** Products sold online were often offered at heavy discounts, making them cheaper than in retail stores. Retailers complained of losing walk-in customers to online channels.
2. **Territorial Conflicts:** Distributors accused the company of allowing online sales in their exclusive territories, violating earlier agreements.
3. **Communication Gap:** Retailers and distributors claimed they were not informed in advance about promotional campaigns and online sales events.
4. **Trust Issues:** Channel partners began to distrust the company's motives, fearing that Everest would eventually bypass them entirely.

As a result, many distributors reduced their stock orders, and retailers started promoting competitor brands, causing a drop in offline sales. Customer complaints also rose due to inconsistent pricing and product availability across channels.



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To resolve the growing conflict, the company's Sales Director, Ms. Kavita Deshmukh, took the following steps:

- **Price Alignment:** Introduced a uniform pricing policy to minimize differences between online and offline prices.
- **Channel Communication Forum:** Organized monthly meetings (online and offline) to discuss upcoming promotions and share feedback.
- **Exclusive Product Lines:** Developed certain product variants exclusively for online platforms and others for traditional retail outlets.
- **Performance-Based Incentives:** Launched a new incentive scheme to reward distributors and dealers based on both sales volume and service quality.
- **Training and Relationship Building:** Conducted workshops to help channel partners understand digital trends and the company's new multichannel strategy.

Within six months, the company noticed significant improvement. Distributor satisfaction increased, and both online and offline sales stabilized. The management realized that effective channel conflict management is not about eliminating conflict but about balancing the interests of all partners through transparency, trust, and coordination.

Answer both the questions below:

1. Explain the different types and causes of channel conflicts faced by Everest Electronics Ltd.
2. Evaluate the conflict management strategies adopted by the company.