

END SEMESTER EXAMINATION, MAY - 2026**B. B. A. Semester - VI****Subject Name: Sales & Distribution Management****Subject Code: BBAM109****Time allotted: 03 Hours****Max. Marks: 100****Note: Read all the instructions carefully.**

Q.1		VERY SHORT ANSWER QUESTIONS – Attempt All. [Word limit – 30 words]	(10x2 = 20 Marks)
a.	Define personal selling		CO-1
b.	What is meant by sales management		CO-1
c.	State one key responsibility of a sales manager		CO-1
d.	What is sales force performance evaluation		CO-1
e.	Define a distribution channel		CO-1
f.	What is meant by channel design		CO-2
g.	List any one factor affecting distribution channel selection		CO-2
h.	What is a marketing channel		CO-2
i.	Define channel information system.		CO-2
j.	What is meant by logistics in distribution management?		CO-2
Q.2		SHORT ANSWER QUESTIONS – Attempt any Five. [Word limit – 100 words]	(5x4 = 20 Marks)
a.	How would you apply sales forecasting techniques for a new product launch?		CO-3
b.	Explain how logistics decisions impact the efficiency of a distribution channel		CO-3
c.	How can a firm select appropriate channel partners for a target market?		CO-3
d.	Illustrate how sales force training can improve overall sales performance in a company		CO-3
e.	How can sales force performance be evaluated using key metrics?		CO-4
f.	Analyze the impact of channel conflicts on distribution efficiency		CO-4
g.	How do channel relationship management practices influence customer reach and satisfaction?		CO-4
Q.3		STRUCTURED QUESTIONS – Attempt any Three. [Word limit – 200 words]	(3x10 = 30 Marks)
a.	Discuss methods to evaluate channel partner performance.		CO-5
b.	Explain how sales budgets help in performance evaluation.		CO-5
c.	What are the limitations of sales forecasting in evaluation?		CO-5
d.	How does training impact salesforce performance evaluation?		CO-5

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Q.4	CASE / SITUATION – Attempt any Two. [Word limit – 300 words]	(2x15 = 30 Mark)
a.	Despite having a strong product portfolio, Fresh Harvest is facing challenges in entering rural markets: Limited distribution network beyond Tier-2 cities High logistics and transportation costs due to poor infrastructure Lack of local channel partners and retailers Low brand awareness among rural consumers Inefficient inventory management leading to stockouts and overstocking The management has decided to launch a new product line of low-cost, small-sized packaging (₹10–₹30 range) targeted specifically at rural consumers. Propose a distribution channel structure suitable for rural markets Develop a salesforce deployment plan (roles, coverage, targets) Suggest a logistics and inventory management system Create a sales budget and expected outcomes Recommend strategies to manage channel conflicts and relationships Provide KPIs to evaluate performance	CO-6
b.	Style Hub Apparel is a fast-growing fashion brand targeting young consumers (18–30 years). The company currently sells through: Exclusive brand outlets (EBOs) in metro cities E-commerce platforms (Amazon, Myntra, etc.) The company now plans to expand into Tier-2 and Tier-3 cities using an omni-channel strategy. Design a comprehensive omni-channel sales and distribution plan: Develop an integrated channel strategy Propose a logistics and fulfilment model Design a salesforce and partner management system Create a sales budget and revenue projections Suggest methods for channel conflict resolution	CO-6
c.	Techo Industrial Solutions manufactures industrial machinery and spare parts used in manufacturing plants. The company operates primarily in a B2B environment, selling to factories and large enterprises. Currently, sales are driven through: Direct sales team and distributors The company now plans to expand into new industrial clusters across India. Design a channel structure for industrial markets Create a salesforce deployment and territory plan Propose a logistics and service delivery system Develop a sales forecasting and budgeting plan Suggest strategies for customer relationship management Identify KPIs for performance evaluation	CO-6
