Roll No.												

PRESIDENCY UNIVERSITY

BENGALURU

End - Term Examinations – December 2025

Date: 07-01-2026 **Time:** 09:30am – 12:30pm

School: SOM-PG	**Program:** MBA	
Course Code: MBA3110	**Course Name:** Sales and Distribution Management	
Semester: III	**Max Marks**: 100	**Weightage**: 50%

CO - Levels	CO1	CO2	CO3	CO4	CO5
Marks	25	25	25	25	

Instructions:

(i) Read all questions carefully and answer accordingly.

(ii) Do not write anything on the question paper other than roll number.

Part A

Answer ALL the Questions. Each question carries 3 marks. **10Q x 3M=30M**

1.	Recall the skills required for a successful sales manager.	**3 Marks**	**L1**	**CO1**
2.	Sales organizations are structured to manage and direct sales activities efficiently within a company. List the different types of sales organizations.	**3 Marks**	**L1**	**CO1**
3.	Sales management is a key business function which cannot be ignored by any company. Define the term Sales Management.	**3 Marks**	**L1**	**CO1**
4.	List a few emerging trends in sales management.	**3 Marks**	**L1**	**CO1**
5.	Recall the different methods of prospecting customers.	**3 Marks**	**L1**	**CO1**
6.	Define Logistics Management.	**3 Marks**	**L1**	**CO4**
7.	Recall the importance of Channel MIS.	**3 Marks**	**L1**	**CO4**
8.	Define Supply Chain Management (SCM).	**3 Marks**	**L1**	**CO4**
9.	Define Channel conflict. List the types of channel conflict.	**3 Marks**	**L1**	**CO4**
10.	List the steps involved in designing a channel management system.	**3 Marks**	**L1**	**CO4**

Part B

Answer the Questions. **Total Marks 40M**

11.	**a.**	Sales organizations are structured in different ways to manage sales activities effectively and achieve business goals. Understanding these structures helps managers assign roles efficiently and align sales strategies with company objectives. Compare the various types of sales organizations and interpret their respective advantages and disadvantages.	**10 Marks**	**L2**	**CO1**
		Or			
12.	**a.**	Sales professionals follow a structured process to identify prospects, understand customer needs, and close deals effectively. Each step in the sales process plays a critical role in building customer relationships and achieving sales targets. Explain the key steps in the sales process and illustrate how each step contributes to successful selling.	**10 Marks**	**L2**	**CO1**
13.	**a.**	Sales quotas serve as measurable performance goals that help organizations evaluate and motivate their sales teams. Understanding these types allows sales managers to align targets with overall business strategies effectively. Summarize the various types of sales quotas and interpret their respective advantages and disadvantages.	**10 Marks**	**L2**	**CO2**
		Or			
14.	**a.**	Designing sales territories is a crucial task that ensures balanced workloads and optimal market coverage for sales teams. Understanding the differences between these methods helps managers allocate sales resources efficiently and achieve better market penetration. A clear comparison of these methods enhances decision-making in territory design and management. Compare the break-down method and the build-up method used in designing sales territories.	**10 Marks**	**L2**	**CO2**
15.	**a.**	Intermediaries such as wholesalers, distributors, and retailers play a crucial role in bridging the gap between producers and consumers. Their functions help ensure smooth product flow, market coverage, and customer satisfaction. Explain the major functions performed by channel members in a distribution channel, providing relevant examples.	**10 Marks**	**L2**	**CO3**
		Or			
16.	**a.**	Distribution management ensures that products reach customers efficiently while minimizing costs and maximizing market coverage. Different types of intermediaries play a significant role in bridging gaps between producers and consumers in diverse markets. Outline the need for effective distribution management and compare among the major types of intermediaries involved in the distribution process.	**10 Marks**	**L2**	**CO3**
17.	**a.**	Channel MIS enables organizations to gather, process, and share information among channel members, ensuring smoother coordination across distribution levels. It also supports better planning, forecasting, and control of channel activities. Outline the role and importance of Channel MIS in enhancing efficiency, transparency, and responsiveness within a distribution channel.	**10 Marks**	**L2**	**CO4**

		Or			
18.	**a.**	Logistics management covers a wide range of activities that ensure products are moved, stored, and delivered efficiently across the supply chain. Its components work together to reduce costs, improve service levels, and enhance overall operational performance. Summarize the scope and major components of logistics management, and illustrate how each component contributes to an effective logistics system.	**10 Marks**	**L2**	**CO4**

Part C

Answer all the Questions. Each question carries 15 marks **2Q x 15M=30M**

19.	**a.**	Case study: Optimizing Routing Patterns at Nestlé India Nestlé India, one of the country's leading food and beverage companies, manages a vast network of over 5 million retail outlets, served through distributors and a large field sales force. With a product range that includes Maggi noodles, Nescafé, KitKat, and dairy products, Nestlé's go-to-market efficiency depends heavily on how well its sales representatives plan and execute their daily retail coverage. In early 2023, Nestlé's South Zone sales team flagged an issue — although retail coverage in urban areas was high, productivity per rep was stagnating. Time-motion studies revealed that inefficient routing patterns were a major cause. Sales reps were visiting stores in a random or habitual sequence rather than following an optimized route, leading to longer travel time, reduced store visits, and delays in order fulfillment. To address this, Nestlé partnered with a logistics and route-optimization firm to develop a smart routing solution. Using GPS data, outlet density, order history, and traffic flow patterns, the tool recommended optimal daily beat plans for each sales rep. The algorithm prioritized high-potential stores earlier in the day and adjusted routes dynamically for new outlet additions or changes in local conditions, such as road closures. The pilot was launched in Bengaluru and Coimbatore. Within two months, sales reps reported a 20% reduction in travel time and a 15% increase in daily store visits. Retailers also benefited from more predictable visit schedules, allowing better order planning and improved stock availability. The smart routing system was eventually scaled to other urban markets, integrated with Nestlé's existing Salesforce automation platform. However, the initiative wasn't without challenges. Some senior sales reps were reluctant to change their long-established routes and routines. Nestlé overcame this by conducting field workshops where the benefits of routing optimization were demonstrated through live comparisons. Additionally, incentives were introduced for route compliance and performance improvements.	**15 Marks**	**L3**	**CO2**

		This case illustrates how territory management isn't just about coverage zones but also about efficient routing patterns within those zones. When optimized, it leads to better productivity, higher retailer satisfaction, and more agile market response — especially critical in a country like India, where geography and infrastructure vary widely. **Questions** **1.** Identify the primary inefficiencies in Nestlé India's earlier routing practices. **2.** Plan a technology-enabled routing solutions to improve both salesforce productivity and retailer experience. **3.** Identify the steps that companies can take to manage resistance to change when implementing new routing systems.			

20.	**a.**	Case study: Reliance Retail's FMCD Push — Reviving Legacy Brands and Redefining Distribution In a bold move to disrupt India's consumer durables market, Reliance Retail Ventures Ltd. (RRVL) has embarked on a strategic expansion into the Fast-Moving Consumer Durables (FMCD) space. Traditionally dominated by multinationals like LG, Samsung, and Whirlpool, the FMCD sector is now witnessing Reliance's aggressive entry through brand acquisitions, strategic alliances, and distribution network redesign. One of the first steps was acquiring the rights to Kelvinator, a legacy brand that had strong recall in Indian households during the 80s and 90s. Instead of positioning Kelvinator as a premium offering, Reliance repositioned it as a value-for-money mass-market brand, targeting Tier 2, 3, and rural markets with refrigerators, air conditioners, and washing machines. Simultaneously, Reliance is reported to be acquiring or exploring significant stakes in global giants like Haier and Whirlpool India, signaling a dual-brand strategy: own a mass-market portfolio while also playing in the mid-to-premium segment through partnerships. But the true differentiator lies in sales and distribution. Reliance is leveraging its JioMart and Reliance Digital ecosystem to create a seamless omnichannel experience. Retail stores are backed by a robust supply chain and predictive analytics, allowing better stock rotation and localized assortment. For deeper market penetration, Reliance is expanding its dealer and sub-dealer networks while offering them attractive credit terms, branding support, and assured supply — elements that have traditionally been pain points in the FMCD sector. Further, the company is training a specialized FMCD salesforce, distinct from its FMCG team, with focus on consultative selling, demo-led outreach, and installation services. Reliance's strategy also includes a major after-sales service revamp, integrating	**15 Marks**	**L3**	**CO3**

		doorstep service scheduling through Jio platforms, thereby reducing one of the biggest consumer pain points in durables — poor service experience. This strategy showcases how Reliance Retail is not just entering the durables market, but reshaping the distribution model by combining traditional dealer networks with digital infrastructure, legacy brand revival, and a tech-enabled salesforce. **Questions** **1.** Identify the difference in Reliance Retail's approach to FMCD distribution from traditional consumer durables companies. **2.** Identify the strategic benefits that will Reliance gain by reviving a legacy brand like Kelvinator while also acquiring stakes in global players. **3.** Plan ways for Reliance's digital ecosystem that can enhance both salesforce efficiency and consumer experience in the FMCD segment.			