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PRESIDENCY UNIVERSITY

BENGALURU

Mid - Term Examinations – November 2025

Date: 13-11- 2025

Time: 02:30pm – 04:00pm

School: SOM-PG	Program: MBA	
Course Code: MBA3110	Course Name: Sales and Distribution Management	
Semester: III	Max Marks: 50	Weightage: 25%

CO - Levels	C01	C02	C03	C04	C05
Marks	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 3marks.

5Q x 3M=15 Marks

1	A sales manager plays a key role in guiding the sales team and achieving organizational sales targets. List the skills required for a successful sales manager.	3 Marks	L1	C01
2	Sales professionals use various methods to find and attract prospective buyers. Name the different methods used for sales prospecting.	3 Marks	L1	C01
3	Sales management is a key business function which cannot be ignored by any company. Define the term Sales Management.	3 Marks	L1	C01
4	List the stages in the buying process of household consumers.	3 Marks	L1	C01
5	Recall the meaning of the term 'cold canvassing'.	3 Marks	L1	C01

Part- B

Answer the Questions

2Qx10M = 20 Marks

6.	The sales process is a structured approach that guides sales professionals from identifying potential customers to closing a deal. Understanding each step enables salespeople to adapt their approach based on customer needs and buying behavior. Explain the various steps involved in the sales process.	10 Marks	L2	CO1
Or				
7.	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

8.	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
Or				
9.	Sales quotas are performance benchmarks that guide and motivate sales teams toward achieving organizational goals. Different methods can be used to set sales quotas, depending on factors such as market potential, salesforce capability, and company objectives. Understanding these methods helps managers choose the most suitable approach for fair and achievable target setting. Explain the various methods used for setting sales quotas and interpret how each method supports sales performance.	10 Marks	L2	CO2

Part- C

Answer the following questions

1Qx15M=15Marks

10.	Managing Sales Territories and Quotas at FreshPure Beverages Ltd. FreshPure Beverages Ltd., headquartered in Pune, manufactures packaged fruit juices and bottled water under the brand 'FreshPure'. The company sells its products across Maharashtra, Karnataka, and Gujarat through a network of distributors and retailers.	15 Marks	L3	CO2
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	<p>To improve efficiency and ensure better market coverage, the company recently reorganized its sales territories. Each sales executive was assigned a well-defined area based on population density, market potential, and existing dealer network. For instance, the Pune territory included 150 retail outlets, while the Solapur territory had 90 outlets.</p> <p>Ritika, the Regional Sales Manager for Maharashtra, was responsible for setting sales quotas for each territory. She analyzed last year's sales data, seasonal demand patterns, and new product launches to set realistic targets. For the quarter, the Pune territory was given a quota of ₹1.2 crore, while Solapur was assigned ₹80 lakh.</p> <p>During the review meeting, Ritika noticed that while the Pune territory exceeded its quota by 10%, Solapur achieved only 75% of its target. Upon investigation, she found that the Solapur sales executive had too large a rural area to cover and insufficient marketing support. Ritika decided to divide the Solapur territory into two smaller zones and appoint another sales executive to improve coverage.</p> <p>She also introduced a 'performance-based incentive plan' linked to quota achievement, which motivated the team to focus more on underperforming outlets. By the next quarter, both territories showed strong growth and achieved their revised quotas.</p> <p>Questions:</p> <ol style="list-style-type: none"> 1. Identify the factors Ritika might have considered while setting 'sales quotas' for each territory. 2. Identify the reasons behind the underperformance of the Solapur territory and Ritika's corrective actions. 3. Plan two additional strategies the company could use to ensure better coordination between territories and quota achievement. 			
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******* BEST WISHES *******