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**Gandhi Institute of Engineering and Technology University, Odisha, Gunupur  
(GIET UNIVERSITY)**

M.B.A. (Third Semester) Regular Examinations, November – 2025

**23MBAPC23003 –Sales &Distribution Management  
(MBA)**



Time: 3 hrs

Maximum: 60 Marks

**(The figures in the right hand margin indicate marks.)**

**PART – A****(2 x 5 = 10 Marks)**Q.1. Answer *ALL* questions

	CO #	Blooms Level
a. List the functions of a sales manager	CO1	K1
b. Discuss the two factors influencing sales planning	CO2	K2
c. State the importance of personal selling in sales management.	CO3	K4
d. What is meant by channel intermediaries?	CO4	K2
e. Define ethics in sales management	CO5	K2

**PART – B****(10 x 5 = 50 Marks)**Answer *all the* questions

	Marks	CO #	Blooms Level
2. a. Describe the steps involved in developing a sales plan.	5	CO1	K2
b. Discuss the selling skills and selling strategies	5	CO1	K2
<b>OR</b>			
c. Critically examine how companies can use the insights from STP, 4Ps, and PLC to maintain sustainable sales growth	10	CO1	K5
3. a. Analyse the relationship between sales planning and budgeting.	5	CO2	K3
b. Explain the types of quotas and quota setting procedure	5	CO2	K4
<b>OR</b>			
c. Evaluate Sales budgeting process	5	CO2	K5
d. Explain the reasons for establishing sales territories.	5	CO2	K4
4. a. Discuss the factors affecting the size of a sales force.	5	CO3	K1
b. Analyze the role of motivation in improving sales force performance.	5	CO3	K4
<b>OR</b>			
c. Explain the process of evaluating the performance of a sales force.	5	CO3	K4
d. Describe the importance of training of the sales force	5	CO3	K2
5. a. Examine the relationship between logistics and distribution management	5	CO4	K4
b. Evaluate the importance of effective distribution management in achieving marketing objectives.	5	CO4	K5
<b>OR</b>			
c. Critically assess the challenges in managing multi-channel distribution systems.	5	CO4	K5
d. Discuss Leveraging Distribution Management in Marketing	5	CO4	K2
6. a. Explain the need for distribution channels in modern business.	5	CO5	K4
b. Apply the concept of channel management to design a distribution strategy for a new product	5	CO5	K4
<b>OR</b>			
c. Critically examine the future trends of channel information systems, including AI and data analytics, in improving sales and distribution	10	CO5	K5

End of Paper