



JHARKHAND
Rai University
RANCHI

PRACTICE SET
End Semester Examination, December, 2025

Program: MBA

Semester: III

Course: Sales and Distribution Management

Course Code: 11.623.3

Course Objectives:

CLO 1: To understand about Sales Management & its strategies

CLO2: Students will learn about aspects of sales force management & its evaluation

CLO3: To learn all aspects of channel & distribution management

CLO4: Students will able to develop & design channel logistics & supply chain management

Course Outcomes:

CO 1: Students will able to know about personal selling and other sales management strategies

CO 2: Students will develop Remember of sales force recruitment, training & performance evaluation

CO 3: Students will know about distribution and intermediaries and their role

CO 4: Students will develop Remember of distribution structures and flow of products movement for sales management

SECTION A

Question for Five (5) marks:

1. Explain the scope and importance of Sales Management. [CO1, Unit-I, BTL- LOT, Understand]
2. Define the concept of Prospecting for customers in personal selling. [CO1, Unit-I, BTL- LOT, Remember]
3. Differentiate between a geographical and a product-based Sales Organization Structure. [CO1, Unit-I, BTL- HOT, Analyze]

4. Explain the strategic importance of designing and delivering an effective sales presentation. [CO1, Unit-I, BTL- LOT, Understand]
5. Describe the key contents of a Sales Force Job Description? [CO2, Unit-II, BTL- LOT, Remember]
6. Define Sales Quotas and state their necessity in performance measurement. [CO2, Unit-II, BTL- LOT, Remember]
7. Explain two non-financial methods used for Sales Personnel Motivation. [CO2, Unit-II, BTL- LOT, Understand]
8. Illustrate the role of Information Technology (IT) in modern sales management? [CO2, Unit-II, BTL- LOT, Apply]
9. List and briefly explain two major functions performed by Intermediaries in distribution. [CO3, Unit-III, BTL- LOT, Remember]
10. Differentiate between Wholesale and Retail Structure in the Indian market. [CO3, Unit-III, BTL- LOT, Understand]
11. Define Structural Separation in complex distribution arrangements. [CO3, Unit-III, BTL- LOT, Remember]
12. Explain why is Postponement used as a strategy in modern distribution? [CO3, Unit-III, BTL- LOT, Understand]
13. What is a Channel Information System and why is it important for channel management? [CO4, Unit-IV, BTL- LOT, Remember]
14. Define Customer Service Goals within the Physical Distribution System. [CO4, Unit-IV, BTL- LOT, Remember]
15. Explain the importance of Logistics Planning in supply chain management. [CO4, Unit-IV, BTL- LOT, Understand]
16. Briefly explain the difference between Transportation and Warehousing Decisions in logistics. [CO4, Unit-IV, BTL- LOT, Understand]
17. Describe the objective of the Physical Distribution System? [CO4, Unit-IV, BTL- LOT, Remember]
18. Define Market Logistics. [CO4, Unit-IV, BTL- LOT, Remember]
19. Explain how Inventory Decisions impact overall distribution efficiency. [CO4, Unit-IV, BTL- LOT, Understand]
20. Differentiate between a Direct Channel and an Indirect Channel of distribution. [CO4, Unit-IV, BTL- HOT, Analyze]

SECTION B

Question for Ten (10) marks:

21. Describe the various steps involved in the Personal Selling Process. [CO1, Unit-I, BTL- LOT, Remember]
22. Explain the different Sales Forecasting methods. Which method is suitable for a new product launch? [CO1, Unit-I, BTL- LOT, Understand]

A company recorded its **monthly sales (in ₹ lakhs)** for the past **six months** as follows:

Month	Sales (₹ in lakhs)
January	120
February	150
March	170
April	160
May	180
June	200

Using a 3-month moving average method, Evaluate and forecast the sales for July. [CO1, Unit-I, BTL- HOT, Create]

23. Analyse the process of Recruitment and Selection of the sales force. What characteristics should be prioritized? [CO2, Unit-II, BTL- HOT, Analyse]
24. Explain various methods used for Evaluating Sales Performance. Which methods are most effective for motivational purposes? [CO2, Unit-II, BTL- HOT, Evaluate]
25. Discuss the components of an effective Sales Force Compensation plan (Salary, Commission, Incentive). [CO2, Unit-II, BTL- LOT, Understand]
26. Describe the key content and delivery methods for Training Sales Personnel in a B2B environment. [CO2, Unit-II, BTL- LOT, Apply]
27. Explain the criteria used for the Selection and Motivation of Intermediaries in the distribution network. [CO4, Unit-IV, BTL- LOT, Understand]
28. Discuss the complex distribution arrangement strategy, highlighting the application of structural separation and postponement in a rapidly changing market. [CO3, Unit-III, BTL- HOT, Analyze]
29. Explain the types and Role of Channel Intermediaries in India for Consumer Products. [CO3, Unit-III, BTL- LOT, Understand]
30. Discuss the key decisions involved in Distribution Planning and Control. [CO3, Unit-III, BTL- LOT, Understand]
31. Analyze the strategic factors that influence the design of a distribution channel. [CO4, Unit-IV, BTL- HOT, Analyze]
32. Explain the various objectives and decision areas involved in the Physical Distribution System. [CO4, Unit-IV, BTL- LOT, Understand]

33. Describe the overview of key logistics decisions: Transportation, Warehousing, and Inventory. How do these decisions collectively influence the customer service goal? [CO4, Unit-IV, BTL- HOT, Analyze]
34. Discuss the challenges and strategies involved in International Sales Management. [CO4, Unit-IV, BTL- LOT, Understand]
35. Explain the concept of Market Logistics and its relationship with overall Supply Chain Management. [CO4, Unit-IV, BTL- LOT, Understand]
36. Analyze the importance of Channel Management and the need for continuous Evaluation of Intermediaries. [CO4, Unit-IV, BTL- HOT, Analyze]
37. Explain the key characteristics and challenges of Industrial Product distribution channels in India. [CO3, Unit-III, BTL- LOT, Analyze]

SECTION C

Question for twenty (20) marks:

39. A company is launching a new line of electronic gadgets targeting young professionals. Design a comprehensive Sales Strategy for the first year, detailing the chosen Sales Organization Structure and justifying the selection of modes of sales presentation most suitable for this target segment. [CO1, Unit-I, BTL- HOT, Create]
40. You are the Head of HR for a rapidly growing pharmaceutical company and need to double your sales force over the next six months. Formulate a detailed plan covering the stages of Recruitment and Selection of the sales personnel. Further, propose a Compensation Plan that effectively motivates high performance and adheres to the ethical standards of the industry. [CO2, Unit-II, BTL- HOT, Create]
41. Analyze the strategic role of channel intermediaries in ensuring the efficient flow of industrial products from producer to consumer in India. Critically evaluate the relative benefits and drawbacks of using a Wholesale structure versus a highly controlled, structural separation arrangement for specialized industrial equipment. [CO3, Unit-III, BTL- HOT, Evaluate]
42. A large FMCG company aims to optimize its entire distribution network to reduce costs and improve customer service. Design a Channel Strategy for this company, detailing the criteria for Selection, Motivation, and Evaluation of Intermediaries. Explain how a robust Channel Information System will be used to manage this network effectively. [CO4, Unit-IV, BTL- HOT, Create]
43. Discuss the interdependence of Sales and Distribution Strategy. Critically evaluate the major trade-offs faced by a firm while setting Customer Service Goals and making simultaneous decisions regarding Transportation, Warehousing, and Inventory levels. Illustrate with examples of low-cost versus high-service firms. [CO4, Unit-IV, BTL- HOT, Evaluate]

44. Discuss the concept of Supply Chain Management (SCM). Analyze how effective SCM can provide a sustainable competitive advantage in the global market, paying particular attention to the specific challenges of managing the logistics flow in International Sales Management. [CO4, Unit-IV, BTL- HOT, Evaluate]

Summary Sheet:

CO Wise:	Question No.	Marks
CO 1	1, 2, 3, 4, 21, 22, 23, 39	70
CO 2	5, 6, 7, 8, 24, 25, 26, 27, 40	80
CO 3	9, 10, 11, 12, 29, 30, 31, 38, 41	80
CO 4	13, 14, 15, 16, 17, 18, 19, 20, 28, 32, 33, 34, 35, 36, 37, 42, 43, 44	170
TOTAL	(44 Questions)	400

Unit Wise:	Question No.	Marks
I	1, 2, 3, 4, 21, 22, 23, 39	70
II	5, 6, 7, 8, 24, 25, 26, 27, 40	80
III	9, 10, 11, 12, 29, 30, 31, 38, 41	80
IV	13, 14, 15, 16, 17, 18, 19, 20, 28, 32, 33, 34, 35, 36, 37, 42, 43, 44	170
TOTAL		400

Blooms Taxonomy Level (BTL) Wise:	Question No.	Marks
LOT	1, 2, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 21, 23, 26, 27, 30, 31, 33, 35, 36, 38	140
HOT	3, 20, 22, 24, 25, 28, 29, 32, 34, 37, 39, 40, 41, 42, 43, 44	260
TOTAL		400

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Disclaimer: - This is a Practice Set. The Question in End term examination will differ from the Practice set. This Practice set is meant for practice only.