18016

BRAINWARE UNIVERSITY

Term End Examination 2025-2026
Programme – MBA-2024
Course Name – Sales Analytics and Distribution Management
Course Code - MBA30201A
(Semester III)

Full Marks : 60 **Time : 2:30 Hours**

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A

(Multiple Choice Type Question) 1 x 15=15

1. *Choose the correct alternative from the following :*

(i) Identify the core function of sales management.
a) Product design
b) Sales target achievement
c) Legal compliance
d) Manufacturing planning

(ii) List key qualities of a successful sales manager.
a) Shyness, flexibility
b) Leadership, communication, motivation
c) Isolation, introversion
d) Passivity, creativity

(iii) Recognize the focus of modern sales management.
a) Digitalization and analytics
b) Manual reporting
c) Cold calling only
d) Ignoring customer behavior

(iv) Match the type of sales organization with its structure.
a) Product-based – grouped by geography
b) Functional – grouped by activity
c) Customer-based – grouped by skills
d) Geographical – based on customer size

(v) Identify a major benefit of effective sales management.
a) Increased advertising cost
b) Declining customer base
c) Improved team performance
d) Lack of accountability

(vi) Match the function to the right level of sales management.
a) Supervising salespeople – middle level
b) Reporting to top management – operational level
c) Strategy planning – top level
d) Recruiting trainees – top level

(vii) Identify the first step in the selling process.
a) Closing the deal
b) Handling objections
c) Prospecting
d) Follow-up

(viii) Compare personal selling and mass selling.
a) Both involve personal interaction
b) Personal selling is direct; mass selling is impersonal
c) Both are indirect methods
d) Mass selling is more personalized

(ix) Classify different types of objections during a sales call.

a) Price, timing, product, and source
b) Location, timing, and benefits
c) Quantity, delivery, warranty
d) Terms, support, guarantee

(x) Determine the best approach to set sales territory boundaries.

a) Assign randomly
b) Follow historic patterns only
c) Avoid boundary settings
d) Based on geography and customer potential

(xi) Analyze the role of intermediaries in distribution.

a) They raise product prices only
b) They hinder supply chain speed
c) They reduce delivery time and reach target markets
d) They create more conflict

(xii) Classify distribution channels by intensity.

a) Personal, digital, physical
b) Exclusive, selective, intensive
c) Retail, wholesale, direct
d) Push, pull, hybrid

(xiii) Infer how channel partner capabilities affect distribution success.

a) Capabilities only affect price
b) Strong partners ensure market penetration and satisfaction
c) No effect on outcomes
d) Partner training isn't required

(xiv) Choose the best metric for tracking overall business performance.

a) Balanced Scorecard
b) Website visits
c) Gross margin
d) Operating cost

(xv) Justify the use of dashboards in sales analytics.

a) They are static tools
b) They replace meetings
c) They focus only on costs
d) They provide real-time visibility into KPIs

Group-B

(Short Answer Type Questions) 3 x 5=15

2. Describe the process of preparing a sales presentation. (3)
3. Explain how historical data can be used to set sales quotas. (3)
4. Examine the role of recruitment in building an effective sales team. (3)
5. Classify the levels of distribution channels with suitable examples. (3)
6. Assess the importance of personal selling in the modern business environment. (3)

OR

Distinguish between personal selling and sales promotion with suitable examples. (3)

Group-C

(Long Answer Type Questions) 5 x 6=30

7. Analyze how distribution intensity affects brand visibility and sales. (5)
8. Distinguish between agent and broker functions in distribution. (5)
9. Assess the importance of product and service analytics in improving operational efficiency. (5)
10. State the emerging trends in Sales Management with examples. (5)
11. Differentiate between direct selling, tele-selling, and online selling with appropriate scenarios. (5)
12. Measure the effectiveness of a promotion campaign using analytics. (5)

OR

Consider the advantages of product mix allocation based on sales data. (5)

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