

JK Lakshmipat University Jaipur
INSTITUTE OF MANAGEMENT

End Term Examination, December 2025
BBA, Semester III, 2025-26

Roll No.....

MA1128: Sales and Distribution Management

Time: 2.0 hours

Max. Marks: 30

Instructions to students:

1. Do not write anything, other than your roll number, on the question paper.
2. Use of a non-scientific/non-programmable calculator is permitted.
3. Attempt any three questions, all questions carry equal marks.

Q. 1 A well-known FMCG brand plans to strengthen its distribution reach in tier-2 cities and rural areas. The position covers multiple districts and involves frequent visits to distributors and retailers. Sales officers track product availability, competitor presence, and sales performance. Reports are submitted weekly to the Area Sales Manager. The work is field-intensive and involves managing relationships with trade partners. Based on the above situation, prepare a complete Job Analysis for the position of Territory Sales Officer. 10.0 (CO1, CO3)

Q. 2 A consumer electronics company is expanding its retail network across metro and Tier-2 cities. The management aims to create a balanced CTC-based compensation plan to enhance sales performance and employee retention. As part of the Sales Planning and Performance team, design a CTC structure for the following roles and include a short note (100–150 words) explaining your reason for choosing the pay mix: 10.0 (CO2)

- Sales Executive: Achieves monthly sales targets and manages retailer relations.
- Area Sales Manager: Leads a team and ensures territory-level sales growth.

Guidelines:

- Maintain a Fixed: Variable: Benefits ratio of 55 : 30 : 15.
- Show monthly and annual figures clearly.
- Make reasonable assumptions wherever required.

Q. 3 A leading home appliance company is introducing a new range of energy-efficient kitchen appliances across India. The brand aims to expand beyond metros into Tier-2 and Tier-3 cities while maintaining service quality and customer convenience. As part of the marketing team, design an appropriate marketing channel structure for this product line to ensure effective market reach. 10.0 (CO4)

OR

A fashion brand sells through its own stores, online platforms, and big retail chains. Some store owners are unhappy about online discounts and overlapping sales areas. What could be the reasons for this conflict, and how can the company manage its different channels to maintain good relationships with all partners? 10.0 (CO4)

- Q. 4 You are asked to hire 30 sales professionals for a new product launch within six weeks. Explain the steps and sources you would use for recruitment and describe how you would screen and select the most qualified candidates efficiently. 10.0
(CO2,
CO3)

OR

Your organization has recruited a new batch of sales trainees with limited field experience. Design a sales training and motivation plan that helps them build product knowledge, selling skills, and enthusiasm during their first six months on the job. 10.0
(CO2,
CO3)

All the best!