

Register No.: ..... Name.: .....

## **SAINTGITS COLLEGE OF ENGINEERING (AUTONOMOUS)**

(AFFILIATED TO APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY, THIRUVANANTHAPURAM)

### **THIRD SEMESTER MBA DEGREE EXAMINATION (R), DECEMBER 2023 (2021 Scheme)**

**Course Code: 21MBA217**

**Course Name: Sales and Distribution Management**

**Max. Marks: 60**

**Duration: 3 Hours**

#### **PART A**

***(Answer all questions. Each question carries 2 marks)***

1. "Time and Territory Management" – Elucidate.
2. List out the basic steps of Sales Objection.
3. Outline role of E-Commerce in Business.
4. What are the types of channel conflict in sales and distribution management?
5. Write a short note on Unorganized Retail Format with examples.

#### **PART B**

***(Answer any 3 questions. Each question carries 10 marks)***

6. Identify the various Approaches of Personal Selling. Discuss the appropriate approach suitable for a Vacuum Cleaner.
7. Analyze the Strategies connected with Channel Management of FMCG products.
8. Evaluate Sales Force Controlling Methods in Insurance Industry.
9. Examine the process of Selection, Motivation and Evaluation of distribution channel members.
10. Examine parts and Model Types of Supply Chain Management with reference to electronic goods.

#### **PART C**

***(Compulsory question, the question carries 20 marks)***

11. ICICI Prudential Life Insurance Company Limited (ICICI Pru) was set up in July 2000 as a joint venture between ICICI and Prudential plc of UK. It came out with its first insurance policy on December 12, 2000. Initially, it offered a variety of products in life insurance - Single Premium Bond, Save 'n' Protect, and Forever Life. The company relies on an extensive network of distribution channels to reach its target market and sell its products effectively. The company has a team of trained and experienced sales professionals who directly interact with potential customers and sell insurance policies. These

sales professionals play a crucial role in creating awareness about the company's offerings, understanding customer needs and providing solutions. These channels enable company to reach customers through multiple touch points and ensure seamless experience. By leveraging the strength of each distribution channel ICICI Prudential has successfully established itself as a leading player in the Indian Insurance Industry.

a) ICICI Pru was one of the early players in the private insurance market. What strategy did it follow to gain a major market share? In this context, discuss the role played by its various distribution channels in enhancing its business. Marks (10)

b) In terms of the future of the Indian insurance industry, what do you think are the measures that can be taken/have been taken by ICICI Pru to further strengthen its distribution system to meet the competition? Bring out the drawbacks of the existing channels and the need to explore new avenues. Marks (10)

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