

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

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

(AFFILIATED TO APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY, THIRUVANANTHAPURAM)

### **THIRD SEMESTER MBA DEGREE EXAMINATION (Regular), FEBRUARY 2022 (2020 Scheme)**

**Course Code : 20MBA265**

**Course Name: Sales & Distribution Management**

**Max. Marks : 60**

**Duration: 3 Hours**

#### **PART A**

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

1. State and explain the significance of routing in territory management.
2. Explain different functions performed by the members of marketing channel.
3. Outline the advantages of Salesforce control in sales management.
4. Define “ Distribution Management”
5. Summarize inbound and outbound logistics.

#### **PART B**

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

6. Identify the different qualities requires for a sales professional with suitable examples.
7. Select different channel members for the distribution of masks and sanitizers during pandemic like Covid-19. How channel members can add value to the channel?
8. Compare different types of sales analysis. Briefly explain the benefits of conducting sales analysis.
9. Classify and explain the different factors governing the choice of channel of distribution.
10. Distinguish between public and private warehouses by highlighting the characteristics of an ideal warehouse.

#### **PART C**

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

11. Mushroom cultivation in Rayagada district is negligible during last few years although there is a rising trend in its demand. In comparison to other districts of Karnataka, mushroom production is quite low and is mostly procured by the method of collection from nearby forest areas which is limited to specific period of a year. The climate of Rayagada district is very much congenial for cultivation of various types of mushroom more or less throughout the year. Almost 70% people of Rayagada district belongs to the category of small and marginal farmers and landless labourers. Their income level is quite low for a sustained livelihood. In order to raise their family income mushroom cultivation has considered as an alternative source of income generating activity.

Moreover, mushrooms are known to be the best alternative food for vegetarians, Sudip and Anand are two enterprising youth. They have passed out from IIM, Bangalore. They thought instead of doing a job, they will launch fresh vegetables in Indian markets. Having learnt of the future conventional foods, they decided to venture into marketing and

distribution of mushrooms by procuring mushrooms from Rayagada district. For Sudip and Anand fund raising became a serious handicap for buying mushroom from the producers. However, the first trial batch of mushrooms that they collected was bought by Star Hotel in Bangalore. Further, the hotel placed orders for supply of 20 kgs every day. Now, mushroom industry is run by small entrepreneurs, like Sudip and Anand. Another big player M/s Ashtavinayak Mushrooms, equipped with cold storage facility was more interested in the export market. Sudip and Anand have set their sights high. They aim to sell mushrooms in a very big way all over India. Mushrooms have a great market potential and is a perishable food.

a) What would be your suggestion on the type of distribution channels suitable for mushrooms? Marks (10)

b) Discuss the distribution system and logistics plan which would be ideal for the small scale business run by Sudip and Anand. Marks (10)

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