

Reg. No.

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--



**MBAS 308**

**Third Semester M.B.A. Degree Examination, March/April 2026**

**BUSINESS ADMINISTRATION**

**Promotions and Distribution Management**

Time : 3 Hours

Max. Marks : 70

**SECTION – A  
(Compulsory)**

Answer the following questions should **not** exceed **six** pages.

**(15×1=15)**

1. "Kiosk marketing enhances brand visibility and customer experience in high-traffic areas." Explain.

Sri Dharmasthala Manjunatheshwara  
College of Business Management, Manga  
Post Graduate Centre for Management  
Studies and Research Library

**SECTION – B**

Answer **any five** questions. **Each** question carries **8** marks. Answer to the question should **not** exceed **5** pages.

**(8×5=40)**

2. Explain the social and ethical problems caused by stereotyping in advertising.
3. What are the benefits of relationship marketing to customers and organizations ?
4. What is the role of recruitment and selection in building an efficient sales force ?
5. How can logistics and supply chain decisions improve distribution network efficiency ?
6. Explain the impact of globalization and e-commerce on supply chain management in distribution networks.
7. How can businesses leverage data analytics in the virtual value chain for better decision-making ?
8. Analyse how is post-testing conducted to measure the effectiveness of promotional campaigns ?

P.T.O.

SECTION – C  
(Compulsory)Answer to the question should **not** exceed **six** pages.

(15×1=15)

9. "Fresh Mart Foods," a regional grocery and packaged food company, faced the challenge of expanding its market share while maintaining strong customer relationships. Established in 2015, Fresh Mart initially focused on local retail outlets, but by 2022, increasing competition from e-commerce platforms and large retail chains made it necessary to adopt a structured sales management approach to sustain growth. Fresh Mart implemented a comprehensive sales management strategy, starting with a clear definition of sales objectives. The company aimed to increase revenue by 25% in one year while improving customer retention. To achieve this, it segmented its target market based on demographics, purchasing behaviour, and store locations. This segmentation allowed the sales team to prioritize high-potential accounts and tailor their approach according to customer needs. Recruitment and training of the sales force were crucial components of Fresh Mart's strategy. The company hired sales representatives with experience in retail and strong interpersonal skills. Training programs were designed to familiarize them with product features, competitive advantages, and effective selling techniques. Role-playing exercises and field demonstrations helped the sales team understand customer behaviour and improve their communication and negotiation skills. Continuous on-the-job training ensured that sales personnel remained updated on new products and promotional offers.

Fresh Mart adopted a structured sales planning process to guide its team. Weekly and monthly targets were established for each sales representative, along with clear guidelines on customer visits, follow-ups, and reporting. Territory management was introduced to avoid overlap, ensuring that each representative had clear responsibility for specific areas. The sales team used a Customer Relationship Management (CRM) system to track interactions, record feedback, and monitor progress against targets. This system provided valuable insights for sales managers, helping them identify opportunities for upselling and cross-selling. Motivation and performance management were also key focus areas. Fresh Mart introduced incentive schemes based on sales volume, customer feedback, and achievement of quarterly targets. Recognition programs such as "Salesperson of the Month" and team-based rewards fostered a competitive yet collaborative environment. Regular performance reviews allowed managers to identify training needs, address challenges, and provide guidance for improving sales effectiveness. The company also focused on building strong customer relationships. Sales representatives were trained to



understand client preferences, provide timely support, and resolve complaints efficiently. By fostering trust and personalized service, Fresh Mart strengthened loyalty among existing customers while attracting new ones. Promotional campaigns, product demonstrations, and in-store tastings were coordinated with the sales team to maximize impact and increase product awareness. As a result of this structured sales management approach, Fresh Mart achieved a 28% increase in annual revenue, exceeding its target. Customer satisfaction scores improved significantly, with many retailers expressing appreciation for the personalized attention and timely service. The CRM system enabled the company to identify and capitalize on high-value accounts, while the incentive programs motivated the sales team to maintain high performance levels. Despite its success, Fresh Mart faced challenges, such as managing a geographically dispersed sales force and ensuring consistent service quality across different regions. The company addressed these issues through regular training, clear communication channels and periodic audits of sales activities. Additionally, the integration of digital tools and real-time reporting helped the management team monitor performance effectively. The Fresh Mart case illustrates the importance of structured sales management in driving revenue growth and customer loyalty. By focusing on recruitment, training, planning, motivation and customer relationship management, the company was able to enhance the efficiency and effectiveness of its sales operations. The case also highlights the role of technology, performance measurement, and continuous improvement in maintaining a competitive edge in today's dynamic market environment.

Sri Dharmasthala Manjunatheshwara  
College of Business Management, Mangalore  
Post Graduate Centre for Management  
Studies and Research Library

**Questions :**

- a) How did Fresh Mart Foods use market segmentation and territory management to improve sales efficiency ?
- b) How did recruitment, training, and motivation strategies contribute to the performance of Fresh Mart's sales force ?
- c) Analyse the role of, CRM and sales planning in achieving Fresh Mart's revenue and customer satisfaction objectives.
- d) Analyse the challenges Fresh Mart faced in managing a geographically dispersed sales team and suggest strategies to overcome them.