

Name:  
Enrolment No:



**UNIVERSITY OF PETROLEUM & ENERGY STUDIES**  
**End Term Examination – June 2021**

**Course: Sales & Channel Management**  
**Program: MBA-MKT**  
**Course Code: MKTG 7003**

**Semester: I I**  
**Time: 03 hrs.**  
**Max. Marks:100**

**SECTION A**

1. Each Question will carry 5 Marks
2. Attempt All the Questions

S.No.	Question	COs
Q1	In the product-type sales organization, each salesperson specializes in selling only a portion of the company's ..... Product Line ii. Brand Line iii. Category Line iv None of them	CO1
Q2	..... Sales organizations expects its sales force to take of the territory in totality. Product ii. Geographic iii. Customer iv. Functional	CO1
Q3	The workload method is used to ..... i. Select which sales presentation format to use ii. Quantify the point at which the sales can be closed iii. Calculate commission compensation payment iv. Determine the size of a sales force	CO1
Q4	Sales training process can least modify which of the following in the sales persons after the training? i. Attitude ii. Behavior iii. Personality iv. Perception	CO1
Q5	Training needs is essentially a fit between i. Job requirements and attitude and skill required ii. Job requirements and attitude and skills possessed iii. Attitude and skills required and attitude and skills possessed iv. None of the above	CO1
Q6	A new company struggling to develop its sales territory should adopt which of the following compensation plan.....	CO1

	i. Combination Plan ii. Straight Salary plan iii. Straight commission plan iv. Straight Bonus Plan	
	<b>SECTION B</b> <b>1. Each question will carry 10 marks</b> <b>2. Attempt all the Questions</b>	
Q7	Sales force organization helps the sales department in an organization to work in a structured, efficient and effective way. In order to achieve the objectives of the sales force are assigned with the geographic areas known as sales territories. Consider yourself as a consultant to the company who would like to enter in Indian Market and like you to present the procedure of Territory Design to maximize its sales. Elaborate the procedure of sales territory design for the company?	CO2
Q8	Assume you are VP – Sales of a large FMCG organization and your sales force need special kind of training so they can provide specific value proposition to the general trade to gear them against the competition faced from modern trade. Elaborate on the content of the Sales Training program, required to meet the objective of the company. In addition, state steps to get a sense on the achievements and effectiveness of the Training program	CO2
Q9	For any company operating in the market place with its sales force often faces challenge regarding the performance of its sales team. What do you think are the potential factors that might affect sales force performance and suggest possible ways to delineate them in order to enhance it?	CO3
Q10	Distribution Channel consists of people, structure and systems that enables goods and services to be transported from manufacturer to the end user. An effective distribution channel is a source of strategic advantage for firms across all industries. Discuss, why are distribution channels required by the company and their roles?	CO3
Q11	Interdependence among the channel members affect the economics and relationships among them. The influence and dependence on each other is important for a win-win situation and such cooperation enhances total profitability of each member. On the other hand, to bring this cooperation among so many channel members is often difficult and give rise to the situation of conflicts. Discuss possible kinds of conflicts that may arise in between the channel partners & their causes?	CO3
	<b>SECTION C</b> <b>Question carries 20 Marks</b>	
Q12	Imagine you are a marketing manager planning to launch a new product in the consumer durables category. List five important anticipated resistances to marketing strategy you will include in your presentation to the sales and marketing team members before you start making the marketing strategy for the product development and launch. Also, explain why you chose these five points, and how you will convince the sales team members on the five possible resistances from them?	CO4