



Name:

Enrolment No:

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, May 2023

Course: Sales and Channel Management

Program: MBA Core (MKTG)

Course Code: MKTG7003

Semester: II

Time : 03 hrs.

Max. Marks: 100

Instructions:

**SECTION A
10Qx2M=20Marks**

S. No.		Marks	
Q 1	Statement of question		CO1
i)	At corporate level a Sales Forecast is used for a. Allocating resources across functional area b. Setting Sales Quotas c. Changing commission Pay Schedules d. Developing Local Sales Promotion	2	CO1
ii)	Your company does not have any prior sales data and you have very little time to set a forecast for your organization. Which forecasting method would be most ideal? a. Exponential Smoothing b. Delphi Method c. Jury of Executive Opinion d. Decomposition	2	CO1
iii)	You want an easy-to-use sales forecasting method that can account for seasonality. Which approach would be best under these circumstances? a. Exponential Smoothing b. Delphi Method c. Jury of Executive Opinion d. Decomposition	2	CO1
iv)	For a sales contest to be successful, it should: a. It should be used again and again. b. Only reward a few top performers. c. Be generic to not offend anyone. d. Have a cash component or reward choices	2	CO1
v)	_____do not carry inventory or handle the product. a. Cash and Carry Wholesaler b. Wholesale Merchants c. Industrial distributors d. Drop Shippers	2	CO1
vi)	What is the primary goal of channel management in sales? a. To reduce the cost of goods sold	2	CO1

	<ul style="list-style-type: none"> b. To increase the price of goods sold c. To improve the efficiency of the sales process d. To make products available to the consumers 		
vii)	<p>Which of the following is an advantage of using a direct sales channel?</p> <ul style="list-style-type: none"> a. Lower cost sale b. Increased customer loyalty c. Broader reach and market coverage d. Greater control over customer interactions 	2	CO1
viii)	<p>What is the 5th Steps in Sales Process?</p> <ul style="list-style-type: none"> a. Closing b. Objection Handling c. Presentation d. Approach 	2	CO1
ix)	<p>The core of every successful sales strategy is</p> <ul style="list-style-type: none"> a. Persuasion b. Following Sales Process c. Building rapport with the client d. All the above 	2	CO1
x)	<p>Customization is a process of ___ the CRM solution.</p> <ul style="list-style-type: none"> a. Integrating b. Fine-Tuning c. Buying d. Planning 	2	CO1

SECTION B
4Qx5M= 20 Marks

Q	Statement of question		
Q2.	What is the difference between Push Strategy and Pull Strategy?	5	CO2
Q3.	What are the various quantitative objectives of personal selling?	5	CO2
Q4.	Explain any two methods of Sales Forecasts?	5	CO2
Q5.	What do you mean by CRM? Explain how it is h	5	CO2

SECTION-C
3Qx10M=30 Marks

Q	Statement of question		
Q6.	You are the sales manager of a company that sells high-end audio equipment. The company has been selling its products through traditional retail channels, but you are considering expanding into online sales channels. What are some of the key factors you should consider before making this decision? How might online sales channels impact your existing retail channels, and what steps can you take to mitigate any negative impacts?	10	CO3
Q7.	Suppose you have been hired as a sales manager with HDFC Bank. You are handling HDFC Life Insurance Relationship. What are various	10	CO3

	strategies you will implement to build long term good relationship and get good business from your channel partner?		
Q8.	Explain all the steps of Sales Process with examples. Also, list down advantages of using Sales Process.	10	CO3
SECTION-D 2Qx15M= 30 Marks			
Q	Statement of question		
Q9.	<p>A company that produces high-end luxury goods is considering expanding into a new international market. What are some factors the company should consider when choosing a channel of distribution for its products in this new market? How might these factors differ from those the company considered when choosing channels of distribution in its existing domestic market?</p> <p style="text-align: center;">Or</p> <p>Unacademy after its success in online education. It is starting its offline classes in most of the capital cities of India. What are various marketing Strategy you are going to suggest to Unacademy CEO to expand its offline market.</p>	15	CO4
Q10.	<p>Rawat & Sons Inc. is a manufacturer of luxury watches. The company wants to increase its sales by expanding its distribution channels. Currently, the company sells its products through its own retail stores and through high-end department stores. Rawat & Sons Inc. wants to explore new sales channels and has identified online sales and partnering with luxury hotels as potential options.</p> <p>a) What are the advantages and disadvantages of adding online sales as a distribution channel for Rawat & Sons Inc.?</p> <p>b) What are the advantages and disadvantages of partnering with luxury hotels as a distribution channel for Rawat & Sons Inc.?</p> <p>c) Which distribution channel would you recommend for Rawat & Sons Inc. and why?</p>	15	CO4