



<b>Name:</b>	
<b>Enrolment No:</b>	

**UPES**  
**End Semester Examination, December 2023**

**Course: Sales & Distribution Management**  
**Semester: 5th**  
**Program: Integrated (BBA) - (MBA)** **Time : 03 hrs.**  
**Course Code: MKTG3016** **Max. Marks: 100**

**Instructions:**

**SECTION A**  
**10Qx2M=20Marks**

S. No.		Marks	CO
	Statement of question		CO1
Q1	Sales management is a ..... a) Pervasive function b) Non pervasive function c) Cruel function d) Least important function	<b>02</b>	<b>CO1</b>
Q2	It is the number of units a company sells over a specific period like in a month, a quarter, or a year ..... a) Sales Cost b) Sales Unit c) Sales Potential d) Sales Volume	<b>02</b>	<b>CO1</b>
Q3	What is the significance of sales in an organization's overall performance? a) It has no impact on the company's success b) It is a cost center rather than a revenue generator c) It significantly contributes to revenue generation and growth d) It operates independently of marketing strategies	<b>02</b>	<b>CO1</b>
Q4	Sales department is a ..... to any organization. a) Profit centre b) Cost centre c) Junk Yard d) Don't know	<b>02</b>	<b>CO1</b>
Q5	Marketing creates pull and sales create..... a) Atom bomb b) Loss c) Push d) Heart ache	<b>02</b>	<b>CO1</b>
Q6	What is the primary purpose of setting sales territories and quotas?	<b>02</b>	<b>CO1</b>

	<ul style="list-style-type: none"> <li>a) To limit sales efforts to specific geographical regions</li> <li>b) To manage sales teams but not impact overall sales performance</li> <li>c) To evenly distribute workload and define achievable sales objectives</li> <li>d) To eliminate competition within the sales team</li> </ul>		
Q7	<p>All channels available to the consumer and all are connected.....</p> <ul style="list-style-type: none"> <li>a) Omni Channel</li> <li>b) Multi Channel</li> <li>c) Singularity</li> <li>d) Hybrid Channel</li> </ul>	<b>02</b>	<b>CO1</b>
Q8	<p>.....is a version of the jury of executive opinion method in which those giving opinions are selected for their “expertise”.</p> <ul style="list-style-type: none"> <li>a) Delphi Technique</li> <li>b) Sales force opinion poll</li> <li>c) Exponential Smoothing</li> <li>d) Time series analysis</li> </ul>	<b>02</b>	<b>CO1</b>
Q9	<p>.....is a travel plan used by a salesperson for making customer calls in a territory.</p> <ul style="list-style-type: none"> <li>a) Resting</li> <li>b) Scheduling</li> <li>c) Routing</li> <li>d) Nesting</li> </ul>	<b>02</b>	<b>CO1</b>
Q10	<p>What is the primary purpose of Channel Integration within distribution management?</p> <ul style="list-style-type: none"> <li>a) To create isolated and independent channels for efficient control</li> <li>b) To develop various marketing channels without integration</li> <li>c) To establish seamless coordination and cooperation among various channels</li> <li>d) To limit the number of channels for a simpler management structure</li> </ul>	<b>02</b>	<b>CO1</b>
<b>SECTION B</b>			
<b>4Qx5M= 20 Marks</b>			
	Statement of question		
Q11	Is selling, an art or science? Justify your answer giving relevant examples.	<b>05</b>	<b>CO2</b>
Q12	What are the objectives of sales quotas? Which type of quota is most suitable for giving it to junior level and senior level employee.	<b>05</b>	<b>CO2</b>
Q13	Explain the significance of each tier in the sales management hierarchy and how they contribute to the overall sales strategy and organizational success.	<b>05</b>	<b>CO2</b>
Q14	Sales force automation is the need of hour for every sales organization. Explain.	<b>05</b>	<b>CO2</b>
<b>SECTION-C</b>			
<b>3Qx10M=30 Marks</b>			
	Statement of question		

Q15	A market opportunity assessment is tailored to the specific circumstances, industries, reach, etc. of each client. Justify the statement by explaining the concepts of market sizing.	10	CO3
Q16	In a market situation where a mobile phone company “Zebra Electronics” is launching a groundbreaking product, outline the steps of the personal selling process that a sales executive should follow to maximize success. Discuss how adapting the personal selling process to the unique characteristics of the product and market can contribute to building strong customer relationships and achieving sales objectives.	10	CO3
Q17	In the fiercely contested FMCG marketplace, channel partners can make or break any organization. Justify the statement suggesting the significance of appointing, training, developing, growing and retaining a channel partner.  OR  A rapidly growing Fin-Tech company “PayHap” is expanding its product and service offerings and aims to hire salespeople with diverse skill sets to effectively penetrate new markets. The company has identified three distinct sales roles: Technical Sales Specialist, Relationship Manager, and Key Account Executive. Each role requires a unique skill set to address specific market segments. How does hiring salespeople based on specific skill sets contribute to the overall effectiveness of PayHaps' market strategy?	10	CO3
<b>SECTION-D</b> <b>2Qx15M= 30 Marks</b>			
	Statement of question		
Q18	Gen Weeb, a rapidly growing tech company, has set an aggressive sales target aiming for a 40% revenue increase in the next fiscal year. Simultaneously, the company is facing challenges with a higher-than-desired sales team attrition rate, impacting overall productivity.  Key Issues: Aggressive Targets: The company's growth strategy demands a significant increase in sales, requiring a well-coordinated approach in sales and distribution management. High Attrition: Frequent turnover in the sales team disrupts workflow, impacts morale, and hinders goal achievement.  A. Develop a comprehensive Go-To-Market (GTM) strategy that not only ensures the achievement of the steep revenue target but also addresses the issue of high attrition within the sales team.	15	CO4

<p>Q19</p>	<p>Max Foods, a Fast-Moving Consumer Goods (FMCG) company with a rich history spanning 50 years, is grappling with the need for more accurate sales forecasting. The company's extensive product portfolio and evolving consumer preferences in the dynamic FMCG market have led to challenges in optimizing inventory levels and meeting demand consistently.</p> <p><b>Key Issues:</b></p> <p>Complex Product Portfolio: Max Foods offers a wide range of products, each with its own demand patterns and lifecycles.</p> <p>Evolving Consumer Preferences: The FMCG market is highly influenced by changing consumer trends, making it challenging to predict future demands accurately.</p> <p>Objective: Develop an advanced sales forecasting strategy that combines quantitative and qualitative methods, taking into account the historical context and market dynamics of Max Foods.</p> <p><b>Questions:</b></p> <p><b>A.</b> How can the historical context of a company operating for 50 years be effectively incorporated into the sales forecasting model to enhance accuracy and strategic planning?</p> <p><b>OR</b></p> <p><b>B.</b> Considering the diverse product portfolio of Max Foods, how would you tailor the forecasting approach for different product categories, balancing the use of quantitative and qualitative methods?</p>	<p><b>15</b></p>	<p><b>CO4</b></p>
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