



# Faculty of Management Studies

## End Semester Examination May 2025

### MS5EM02/ MS5EL04 Sales & Channel Mangement

<b>Programme</b>	<b>:</b>	<b>MBA</b>	<b>Branch/Specialisation</b>	<b>:</b>	<b>-</b>
<b>Duration</b>	<b>:</b>	<b>3 hours</b>	<b>Maximum Marks</b>	<b>:</b>	<b>60</b>

**Note:** All questions are compulsory. Internal choices, if any, are indicated. Assume suitable data if necessary.

Notations and symbols have their usual meaning.

Section 1 (Answer all question(s))					Marks	CO	BL
<b>Q1.</b>	Which of the following is a characteristic of a hard sale strategy?				1	1	1
	<input type="radio"/> Focus on long-term relationship	<input checked="" type="radio"/> High pressure to close deal					
	<input type="radio"/> Listening to customer needs	<input type="radio"/> Customer retention					
<b>Q2.</b>	The process of assigning tasks to salespeople is known as-				1	1	1
	<input type="radio"/> Sales Socialization	<input type="radio"/> Sales Planning					
	<input checked="" type="radio"/> Sales Role Assignment	<input type="radio"/> Sales Organization					
<b>Q3.</b>	Sales organization structures help in-				1	2	1
	<input type="radio"/> Confusing hierarchy	<input checked="" type="radio"/> Defining clear responsibilities					
	<input type="radio"/> Reducing salary costs	<input type="radio"/> Avoiding performance reviews					
<b>Q4.</b>	A sales report primarily helps in-				1	2	1
	<input type="radio"/> Hiring	<input type="radio"/> Process design					
	<input checked="" type="radio"/> Evaluation and planning	<input type="radio"/> Conflict management					
<b>Q5.</b>	Inventory management is crucial for-				1	3	1
	<input type="radio"/> Manufacturing	<input type="radio"/> Retail store design					
	<input checked="" type="radio"/> Smooth product flow	<input type="radio"/> Sales targets					
<b>Q6.</b>	Which is not a retailing format?				1	3	1
	<input type="radio"/> Supermarket	<input type="radio"/> Department store					
	<input checked="" type="radio"/> Industrial warehouse	<input type="radio"/> E-tailer					
<b>Q7.</b>	Which of the following is part of channel planning?				1	4	1
	<input type="radio"/> Product testing	<input checked="" type="radio"/> Partner selection					
	<input type="radio"/> Brand logo design	<input type="radio"/> Price reduction					
<b>Q8.</b>	Which is not a cause of channel conflict?				1	4	1
	<input type="radio"/> Pricing disputes	<input type="radio"/> Performance differences					
	<input checked="" type="radio"/> Customer satisfaction	<input type="radio"/> Territory issues					
<b>Q9.</b>	E-business models include-				1	5	1
	<input type="radio"/> Brick and mortar only	<input type="radio"/> Only physical products					
	<input checked="" type="radio"/> Pure play and click-and-mortar	<input type="radio"/> Postal services					
<b>Q10.</b>	One major advantage of digital marketing is-				1	5	1
	<input type="radio"/> Delayed feedback	<input type="radio"/> Limited reach					
	<input checked="" type="radio"/> Cost-effectiveness	<input type="radio"/> Non-measurable					

### Section 2 (Answer all question(s))

Marks CO BL

**Q11.** Define sales management.

2 1 1

Rubric	Marks
Define	2

**Q12.** What is the significance of setting personal selling objectives?

3 1 2

Rubric	Marks
3 personal selling objectives 1 EACH	3

**Q13. (a)** Explain the difference between hard sales and soft sales strategies.

5 1 2

Rubric	Marks
at least 5 differences	5

(OR)

**(b)** Write short notes on the relationship strategy in sales.

Rubric	Marks
1 point carries 1 mark	5

**Section 3 (Answer all question(s))**

Marks CO BL

**Q14.** Explain two types of sales organization structures.

3 2 1

Rubric	Marks
1.5 each	3

**Q15. (a)** Elaborate on the procedure involved in designing a sales organization.

7 2 2

Rubric	Marks
4-5 steps and explanation carry 1.5 marks	7

(OR)

**(b)** Discuss how the evaluation of sales force performance can improve sales outcomes.

Rubric	Marks
4 -5 key points - 1.5 marks each	7

**Section 4 (Answer all question(s))**

Marks CO BL

**Q16.** Define marketing channel.

2 3 1

Rubric	Marks
Define	2

**Q17. (a)** Explain classification of marketing channels with examples.

8 3 1

Rubric	Marks
full classification	8

(OR)

**(b)** Describe the role of transportation in ensuring effective distribution and its benefits.

Rubric	Marks
Explanation - Modes of transport, cost implications, time efficiency, examples, future scope.	8

**Section 5 (Answer all question(s))**

Marks CO BL

**Q18.** Explain the process of selecting channel partners.

4 4 2

Rubric	Marks
Explain the process	4

**Q19. (a)** Discuss the types of channel conflicts and their resolution methods.

6 4 2

Rubric	Marks
Types of channel conflicts and their resolution methods 3+3	6

(OR)

**(b)** Analyze the role of a channel information system in channel performance.

Rubric	Marks
role of a channel information system in channel performance	6

**Section 6 (Answer any 2 question(s))**

Marks CO BL

**Q20.** Discuss the scope, process, and importance of digital marketing in today's business.

5 5 1

Rubric	Marks
1mark for scope, 2 marks for process and 2 marks for 2 importance	5

**Q21.** Explain Search Engine Marketing Strategy with case examples.

5 5 2

Rubric	Marks
SEM and case example 1.5+3.5	5

**Q22.** Compare digital marketing with traditional marketing using examples.

5 5 2

Rubric	Marks
digital marketing with traditional marketing using examples (5 points with example)	5

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