

the sourcing companies brands and these companies' brands and these companies were sticklers from deliveries. Around this time, Mohan met his old friend Sachin Sharma, also a fellow alumnus from his business school. Sachin had spent many years in Africa and Europe with India's largest companies and had excellent understanding of the international markets and a large number of contacts. Sachin had just returned to India. Looking for a suitable Opportunity. He suggested to Mohan that he could help Sunshine export their products to Africa, where he had some good contacts. Dr. Kashyap felt that over time, in low value products like lamps, the large MNCs would be forced to give way to players from developing countries like China and India, who would over time establish the products under their own brands. Establishing the Sunshine brand over time was therefore vital for the future. Meanwhile, Mohan had designed a slew on new and innovative products comparable with the best in their class in the world, in the energy efficient and industrial lamp categories. Given suitable financial investments, these could take company's revenues to over Rs. 100 crores by 2008 between the domestic and export markets.

Questions-

- (a) Should the sales be organized on geographic or product basis?
- (b) Should the distribution be common for all products?
- (c) Should he have his own Sales and Distribution organizations in some countries?
- (d) Should domestic and export organizations be separate?

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Total No. of Questions: 6

Total No. of Printed Pages:4

Enrollment No.....



Faculty of Management Studies  
End Sem Examination Dec-2023  
MS5EM02 Sales & Channel Management

Programme: MBA

Branch/Specialisation: Management/  
Marketing

Duration: 3 Hrs.

Maximum Marks: 60

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d. Assume suitable data if necessary. Notations and symbols have their usual meaning.

- Q.1
- i. In sales management, what does the "ABC" approach refer to? 1
    - (a) Always Be Communicating
    - (b) Always Be Closing
    - (c) Account-Based Compensation
    - (d) Active Business Conversion
  - ii. In a soft sale, what is the salesperson's primary role during the sales process? 1
    - (a) To apply high-pressure techniques to close the deal
    - (b) To downplay the product's features and benefits
    - (c) To educate the customer about the product or service
    - (d) To build trust, rapport, and provide guidance to the customer
  - iii. What is the purpose of a sales quota in a sales organization? 1
    - (a) To limit the number of customers a salesperson can approach
    - (b) To measure a salesperson's performance against specific goals
    - (c) To discourage salespeople from achieving their targets
    - (d) To eliminate competition among sales team members
  - iv. Which of the following is a responsibility of sales management in a sales organization? 1
    - (a) Designing the company logo
    - (b) Setting sales targets and goals
    - (c) Managing office supplies
    - (d) Handling HR functions
  - v. What term describes a marketing channel that involves several intermediaries, such as wholesalers and retailers, between the manufacturer and the end consumer? 1
    - (a) Direct channel
    - (b) Online channel
    - (c) Indirect channel
    - (d) Digital channel

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- vi. What is the primary purpose of intermediaries in marketing channels? **1**  
 (a) To complicate the distribution process  
 (b) To increase the cost of products  
 (c) To bridge the gap between producers and consumers, ensuring products reach the right market  
 (d) To discourage sales
- vii. Which of the following is an advantage of a shorter channel system? **1**  
 (a) Increased distribution costs  
 (b) Slower delivery times  
 (c) Enhanced communication between intermediaries  
 (d) Faster decision-making and response to market changes
- viii. What is the purpose of designing channel systems in marketing? **1**  
 (a) To extend the distribution process  
 (b) To simplify the communication between employees  
 (c) To optimize the movement of products from the manufacturer to the end consumer  
 (d) To increase production costs
- ix. \_\_\_\_\_ is a function of E commerce. **1**  
 (a) Marketing (b) Supply Chain (c) Finance (d) All of these
- x. Which of the following is not a online marketing channel? **1**  
 (a) Search Engine optimization (b) Social media marketing  
 (c) Television Marketing (d) Affiliated marketing
- Q.2 i. Define personal selling with example. **2**  
 ii. What is sales planning and what are the steps involved in sales planning? **6**
- OR iii. "Success of sales activity is largely dependent upon good salesmen - Discuss in the context of sales recruitment. **6**
- Q.3 i. What is sales information system? **2**  
 ii. Define sales quota. Mention various types of sales quotas and explain them briefly. **6**
- OR iii. Why it is essential to establish Sales Territories? What are the steps in determining Sales Territories for a Firm? **6**
- Q.4 i. Short note on inventory management. **3**  
 ii. Describe the various functions and classification of wholesalers. **5**
- OR iii. What are the major functions of a warehouse? How is warehousing related to inventory decisions? **5**

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- Q.5 Attempt any two: **4**  
 i. Explain the criteria for evaluating channel system. **4**  
 ii. What are the major reasons of channel conflicts? Explain the techniques of handling channel conflicts. **4**  
 iii. List the steps for developing a channel information system for a medium scale enterprise. **4**
- Q.6 Attempt any two: **4**  
 i. Elaborate digital marketing along-with its advantages and disadvantages. **4**  
 ii. Differentiate between digital marketing and traditional marketing. **4**  
 iii. Explain various elements of search engine marketing strategy with example. **4**
- Q.7. Case study **10**  
 Sunshine Luminaires was an established in 1992 in Bangalore, India to manufacture lamps mainly for household use. The company was established by Dr. Srinath Kashyap who had extensive experience in the lamp industry with the major multinational manufacturers in India and overseas. Sunshine was involved till now in manufacturing and supplying lamps for consumer and household use under various brands for the leading lamp companies. Dr. Kashyap was involved in looking after the manufacturing and marketing functions while his wife looked after the finances and the HR functions. The company had a total of 50 employees and grossed revenue of Rs. 9 crores in 2005. The market in India was large and growing due to the increasing affluence and the massive rural electrification programmes of the Government. Post the liberalization in 1992; the market dynamics slowly started changing due to increased competition from leading brands looking to capture larger market shares. Dr. Kashyap felt it was time to diversify this business and get into newer product segments. Sunshine Luminaires hired Dr. Mohan Das, a bright Engineer from IIT and a MBA from leading Business school. After working in some leading companies, Mohan felt it was for him to exploit his innovative skills and create world class products. In a very short span of time after joining Sunshine, Dr. Das was able to produce some very interesting and technologically advanced products. Early in 2004, Sunshine was approached by leading global players interested in sourcing products from sunshine, for the European and American markets. These markets were large, but almost saturated, with demand coming mainly from replacements. Although this would guarantee large and assured business, sunshine would have to compromise on margins. Also, the products would have to offer under

# Marking Scheme

## Sales & Channel Management (T) - MS5EM02 (T)

Q.1	i)	(b)		<b>1</b>
	ii)	(d)		<b>1</b>
	iii)	(b)		<b>1</b>
	iv)	(b)		<b>1</b>
	v)	(c)		<b>1</b>
	vi)	(c)		<b>1</b>
	vii)	(d)		<b>1</b>
	viii)	(c)		<b>1</b>
	ix)	(d)		<b>1</b>
	x)	(c)		<b>1</b>
Q.2	i.	Personal selling	1 mark	<b>2</b>
		Example	1 mark	
	ii.	Sales Planning	2 marks	<b>6</b>
		steps involved in Sales Planning	4 marks	
OR	iii.	Sales recruitment definition	2 marks	<b>6</b>
		Process	3 marks	
		Example	1 mark	
Q.3	i.	Definition Sales Information system		<b>2</b>
	ii.	Define sales quota. various types of sales quotas	2 marks 4 marks	<b>6</b>

OR	iii.	Need for Sales Territories steps in determining Sales Territories	3 marks 3 marks	<b>6</b>
Q.4	i.	Inventory Management		<b>3</b>
	ii.	Functions	2 marks	<b>5</b>
OR		Classification of Wholesalers	3 marks	
	iii.	4 functions of a warehouse	2 marks	<b>5</b>
		Relationship between warehousing and inventory	3 marks	
Q.5	i.	four criteria for evaluating Channel system		<b>4</b>
	ii.	4 reasons of channel conflicts	2 marks	<b>4</b>
OR		Techniques of handling channel conflicts.	2 marks	
	iii.	steps for developing a channel information system for a medium scale enterprise		<b>4</b>
Q.6				
	i.	Definition Digital marketing	1 Mark	<b>4</b>
		3 advantages	1.5 Marks	
		3 disadvantages	1.5 Marks	
	ii.	4 difference between digital marketing and traditional marketing		<b>4</b>
	iii.	Elements of Search engine marketing strategy	3 Marks	<b>4</b>
		Example.	1 Mark	

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