

Enrollment No.....



Faculty of Management Studies
End Sem (Odd) Examination Dec-2019
MS5EM02 Sales and 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.

- Q.1 i. The most important objectives of _____ is to convince 1
customers to make a purchase.
(a) Direct Marketing
(b) Person Selling
(c) Person to Person Communication
(d) Integrating Programs
- ii. _____ is a kind of internal sources of recruitment. 1
(a) Promotion (b) Employee Recommendation
(c) Transfer (d) All of these
- iii. To determine which customer accounts to call on, a firm needs to 1
evaluate
(a) Territory Allocation
(b) Commission Schedules
(c) Geographic Proximity to Other Accounts
(d) Reference Checks
- iv. To maximize performance of their field sales forces, companies 1
should
(a) Review Staff Expense Accounts
(b) Retrain Staff in Sales Techniques
(c) Develop a Strong Marketing Plan
(d) Develop a Strong Advertising Plan
- v. The last frontier for cost economies is known as 1
(a) Market Facilities (b) Market Logistics
(c) Market Distributions (d) None of these

P.T.O.

[2]

vi.	The activities that covers selling services or goods to those who buy for business or resale use:	1
	(a) Wholesaling (b) Retailing	
	(c) Logistics (d) None of these	
vii.	Channel conflict may arise from	1
	(a) Goal incompatibility and intermediaries' dependence on the manufacturer	
	(b) Unclear rights and roles, and differences in perception	
	(c) Both (a) and (b)	
	(d) None of these	
viii.	Channel members should be evaluated using all of the following criteria EXCEPT which one?	1
	(a) Economic Factors (b) Control	
	(c) Adaptive Criteria (d) Channel Leadership	
ix.	The use of email, fax, internet or telephone to communicate with specific prospects and customers is	1
	(a) Sales Promotion (b) Direct Marketing	
	(c) Personal Selling (d) Advertising	
x.	Delivering e-mail based customer support is an example of:	1
	(a) Satisfying Customer Requirements	
	(b) Identifying Customer Requirements	
	(c) Anticipating Customer Requirements	
	(d) None of these	
Q.2	i. What is a 'Double Win' strategy in marketing?	2
	ii. What are the different sources of sales personnel recruitment?	6
OR	iii. Explain the process of personal selling along with a diagram.	6
Q.3	i. What are the types of sales quotas? Explain any three in brief.	3
	ii. Explain the steps involved in setting up a Sales organization.	5
OR	iii. Explain in detail the salesforce evaluation process with its diagram.	5
Q.4	i. What are the role of retailer in retail management?	3
	ii. Explain the objectives to be achieved through a logistics system.	5
OR	iii. What is marketing channel? What are its importance in	5

marketing?

[3]

Q.5	i. Give an example to describe how channel objective affects channel design?	2
	ii. What is a channel conflict? How can channel conflict be managed effectively?	6
OR	iii. What are the steps involved in channel design? Explain in detail	6
Q.6	Attempt any two:	
	i. Write any four difference between digital marketing and traditional marketing.	4
	ii. What are the advantages and disadvantages of digital marketing?	4
	iii. Write Short Notes on:	4
	(a) Search Engine Marketing (b) Web Marketing	
Q.7	Case Study:	10
	Private FM radio industry in India is currently as nascent stage. Currently the FM radio market has presence of six domestic players. Govt. of India has initiated the process of expansion in this sector by inviting more private players through auction. ABB is a leading private entertainment company of V.S. having vast portfolio of T.V. and radio channels. The company has approached you for customization of its FM radio services for PUNE market. You are being a marketing consultant.	
	(a) Suggest suitable S.T.P. for the company.	
	(b) What promotional strategies will you suggest for company, to grab a major pie of market share?	

Marking Scheme

MS5EM02 Sales and Channel Management

Q.1	i.	The most important objectives of _____ is to convince customers to make a purchase. (b) Person Selling	1
	ii.	_____ is a kind of internal sources of recruitment. (d) All of these	1
	iii.	To determine which customer accounts to call on, a firm needs to evaluate (c) Geographic Proximity to Other Accounts	1
	iv.	To maximize performance of their field sales forces, companies should (b) Retrain Staff in Sales Techniques	1
	v.	The last frontier for cost economies is known as (b) Market Logistics	1
	vi.	The activities that covers selling services or goods to those who buy for business or resale use: (a) Wholesaling	1
	vii.	Channel conflict may arise from (c) Both (a) and (b)	1
	viii.	Channel members should be evaluated using all of the following criteria EXCEPT which one? (d) Channel Leadership	1
	ix.	The use of email, fax, internet or telephone to communicate with specific prospects and customers is (b) Direct Marketing	1
	x.	Delivering e-mail based customer support is an example of: (a) Satisfying Customer Requirements	1
Q.2	i.	'Double Win' strategy(Definition Explanation brief)	2
	ii.	Sources of sales personnel recruitment	2 marks (1 mark*6) 6
OR	iii.	Process of personal selling	(1 mark*5) 6
		Diagram.	1 mark
Q.3	i.	Types of sales quotas	(1 mark*3) 3

OR	ii.	Step for setting up a Sales organization (Step wise marking)	5 marks	5
	iii.	Diagram	1 mark	5
		Process	4 mark	
Q.4	i.	Role of retailer in retail management	(1 mark*3)	3
	ii.	Objectives to be achieved through a logistics system.	(1 mark*5)	5
OR	iii.	Define marketing channel	1 mark	5
		Importance in marketing	(1 mark*4)	
Q.5	i.	Channel objective affects channel design+1 example		2
			2 marks	
	ii.	Channel conflict-Definition Channel conflict be managed effectively	1 mark (1 mark*5)	6
OR	iii.	What are the steps involved in channel design with explanation	(1 mark*6)	6
Q.6		Attempt any two:		
	i.	Four difference between digital marketing and traditional marketing. (Minimum 4 difference)	(1 mark*4)	4
	ii.	Advantages of digital marketing	(0.5 mark*4)	4
		Disadvantages of digital marketing	(0.5 mark*4)	
	iii.	Write Short Notes on:		4
		(a) Search Engine Marketing	2 marks	
		(b) Web Marketing	2 marks	
Q.7		Case Study:		10
		(a) Suggest suitable S.T.P. for the company.	(2 mark*3)	
		(b) Promotional strategies (As per explanation)	4 marks	
