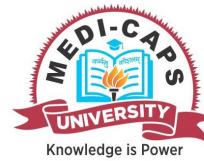


Total No. of Questions: 6

Total No. of Printed Pages:3

Enrollment No.....



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.

[2]

- v. Selling of services and products using one or few outlets is known as-
 (a) Unsought products
 (b) Industrial products
 (c) Speciality products
 (d) Augmented products
- vi. D-Mart belongs to which kind of retailing format?
 (a) Hyper market (b) Wholesaling
 (c) Small retailers (d) Kiosk
- vii. _____ is a state of discord among the organisations comprising a marketing channel.
 (a) Channel conflict
 (b) Channel management
 (c) Channel escalation
 (d) Channel designing
- viii. Clear understanding of channel objectives by various channel members may be different, this leads to:
 (a) Goal conflict
 (b) Domain conflict
 (c) Perception conflict
 (d) No such concept exists
- ix. Developing of communication and exchanges with customers through all digital media is known as:
 (a) Digital media
 (b) Traditional marketing
 (c) Consumer-generated marketing
 (d) Digital marketing
- x. Which among the following is not a part of digital marketing process?
 (a) Controlling
 (b) Lead generation
 (c) Visualization
 (d) Bringing targeted traffic

1 1 3 1,9

[3]

- Q.2 i. Write any four roles of sales management. **2** 1 1 9
 ii. Discuss hard sell Vs soft sell strategy. **3** 2 1 4,9
 iii. Describe the qualities of salespersons for the success of organisation. **5** 3 2 9
- OR iv. Discuss the process of recruiting sales personnel. **5** 3 2 5
- Q.3 i. Write any four objectives of sales quota. **2** 1 1 9
 ii. What do you understand by sales organization? Why different types of sales organizations are made by different organizations? Explain. **8** 2 3 9
- OR iii. Discuss the process of evaluating sales force. **8** 3 3 4,7
- Q.4 i. What is the importance of marketing channel? **3** 2 2 9
 ii. Explain various modes of transportation. On what basis one should decide the best mode of transport? **7** 3 3 5,9
- OR iii. Discuss, in detail, the key issues and challenges that retail stores in India face today. **7** 4 4 1,5
- Q.5 i. Briefly describe about channel conflict. **4** 2 2 9
 ii. What is distribution channel? Explain its function, levels and factors determining the choice of distribution channel. **6** 3 4 4,7
- OR iii. Discuss the methods of training and motivating channel partners. **6** 3 4 9
- Q.6 Attempt any two:
 i. Discuss the scope, advantages and disadvantages of digital marketing. **5** 2 4 1,10
 ii. Differentiate between traditional and digital marketing. **5** 2 3 1,4,10
 iii. Write short notes on:
 (a) Search engine marketing strategy
 (b) Web marketing **5** 2 2 10

Marking Scheme
MS5EM02 (T) Sales & Channel Management (T)

Q.1			ii. Distribution channels -2 function level factors -4			6
OR			iii. 6 methods			6
Q.1	i)	a) Backbone of marketing	1			
	ii)	a) Set objectives	1			
	iii)	a) Line sales organization	1			
	iv)	d) combination	1			
	v)	c) speciality products	1			
	vi)	a)hyper market	1			
	vii)	a) Channel conflict	1			
	viii)	a) Goal conflict	1			
	ix)	d) Digital Marketing	1			
	x)	a) Controlling	1			
Q.6						
			i.	Scope – 2.5 advantages, disadvantages 2.5		5
			ii.	5 differences		5
			iii.	(a) 2.5 (b) 2.5		5

Q.2						
	i.	4*0.5 (four roles)	2			
	ii.	3 differences	3			
	iii.	5 qualities	5			
OR	iv.	Discuss all steps	5			
Q.3						
	i.	4*.5 four objectives	2			
	ii.	4 marks for each section	8			
OR	iii.	Process	8			
Q.4						
	i.	3 importance	3			
	ii.	Modes -4	7			
		basis -3				
OR	iii.	Issues -4	7			
		challenges-3				
Q.5						
	i.	4 points	4			