

Total No. of Questions: 6

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Enrollment No.....



Faculty of Management Studies

End Sem Examination Dec 2024

MS5EM02 / MS5EL04 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.

		Marks	BL	PO	CO	PSO
Q.1	i. Sales management is important because it is _____.	1	1	1	3	
	(a) Backbone of marketing					
	(b) Life blood					
	(c) Integration of business and social goal					
	(d) All of these					
	ii. One of the element of sales planning is to _____ for selling activities.	1	2	1	3	
	(a) Set objectives					
	(b) Schedule objectives					
	(c) Track objectives					
	(d) None of these					
	iii. _____ is the most basic forms of the sales organization.	1	2	2	3	
	(a) Line sales organization					
	(b) Functional sales organization					
	(c) Line and staff sales organization					
	(d) Both (a) and (b)					
	iv. In _____ quota, the activity quota are combined with sales-volume quota.	1	2	2	1,3	
	(a) Activity					
	(b) Volume					
	(c) Value					
	(d) Combination					

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v.	Selling of services and products using one or few outlets is known as-	1	1	3	1,9
	(a) Unsought products				
	(b) Industrial products				
	(c) Speciality products				
	(d) Augmented products				
vi.	D-Mart belongs to which kind of retailing format?	1	3	3	9
	(a) Hyper market				
	(b) Wholesaling				
	(c) Small retailers				
	(d) Kiosk				
vii.	_____ is a state of discord among the organisations comprising a marketing channel.	1	1	2	9
	(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:	1	3	2	4
	(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:	1	2	2	9
	(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?	1	3	1	3
	(a) Controlling				
	(b) Lead generation				
	(c) Visualization				
	(d) Bringing targeted traffic				

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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:	5	2	2	10
		(a) Search engine marketing strategy				
		(b) Web marketing				

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

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.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 basis -3	7
OR	iii.	Issues -4 challenges-3	7
Q.5	i.	4 points	4

	ii.	Distribution channels -2 function level factors -4	6
OR	iii.	6 methods	6
Q.6			
	i.	Scope – 2.5 advantages, disadvantages 2.5	5
	ii.	5 differences	5
	iii.	(a) 2.5 (b) 2.5	5
