

Faculty of Management Studies

End Semester Examination May 2025

MS5EM02/ MS5EL04 Sales & Channel Management

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

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
Q1. 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			
Q2. 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			
Q3. 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			
Q4. 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			
Q5. 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			
Q6. 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			
Q7. 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			
Q8. 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			
Q9. 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			
Q10. 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

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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

4 4 2

Q18. Explain the process of selecting channel partners.

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

5 5 1

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

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
