



Name:  
Enrolment No:

**UPES**  
**End Semester Examination, December 2023**

**Course: Digital Sales and Channel Management**  
**Program: MBA DB**  
**Course Code: DIGM8002**

**Semester: Third**  
**Time: 03 hrs.**  
**Max. Marks: 100**

**Instructions:**

**SECTION A**  
**10Qx2M=20Marks**

S. No.		Marks	CO
Q 1	Why is personal selling considered important in marketing?  A. It is cost-effective B. It allows for mass communication C. It facilitates customized interactions D. It is impersonal	2	CO1
Q 2	Which theory suggests that successful selling depends on creating the right circumstances?  A. AIDA model B. SPIN sales C. Right Set of Circumstances theory D. Buying Formula theory	2	CO1
Q 3	What is the stage in the selling process where the prospect is encouraged to take action?  A. Attention B. Interest C. Desire D. Action	2	CO1

Q 4	<p>What is a quality of a successful salesperson in B-2-C marketing?</p> <p>A. Limited product knowledge  B. Generic communication  C. Empathy and understanding  D. One-size-fits-all approach</p>	2	CO1
Q 5	<p>What is a caution for using the internet as a channel resource in sales forecasting?</p> <p>A. Limited data availability  B. Overreliance on online data  C. Slow internet speed  D. Lack of customer feedback</p>	2	CO1
Q 6	<p>How can e-commerce impact channel partner decisions?</p> <p>A. It reduces the importance of channel partners  B. It creates new opportunities for channel partners  C. It eliminates the need for channel partners  D. It has no impact on channel partner decisions</p>	2	CO1
Q 7	<p>What is an important factor affecting distribution channel selection?</p> <p>A. Product Color  B. Office Location  C. Market Research  D. Company Logo</p>	2	CO1
Q 8	<p>How performance appraisal can contribute to a firm's competitive advantage</p> <p>A. Ensure legal compliances  B. Minimizing job dissatisfaction and turnover  C. Improves performance  D. All of the above</p>	2	CO1
Q 9	<p>How does the Internet affect channel member relationships?</p> <p>A. It isolates channel members  B. It has no impact on relationships  C. It enables direct communication and collaboration  D. It leads to conflict among members</p>	2	CO1

Q 10	What type of channel conflict refers to a disagreement between two parties at different levels of the distribution chain.  A. Horizontal Channel Conflict B. Multi-Channel Conflict C. Vertical Channel Conflict D. All of the above	2	CO1
<b>SECTION B</b> <b>4Qx5M= 20 Marks</b>			
Q 11	What Importance personal selling holds for an organization?	5	CO2
Q 12	How sales forecasting helps business in taking accurate timely decisions?	5	CO2
Q 13	What is Digital Channel Management, provide few different channels under the umbrella of digital marketing and explain them briefly.	5	CO2
Q 14	What are automatic identification technologies?	5	CO2
<b>SECTION-C</b> <b>3Qx10M=30 Marks (Answer Any 03)</b>			
Q 15	Discuss the significance of digital sales in the contemporary business environment. Provide examples of how businesses leverage digital sales strategies to achieve their objectives.	10	CO3
Q 16	Explain how digital channel conflicts are addressed and managed?	10	CO3
Q 17	Define the two types of factors Affecting Sales Budget, explain each factor in each category in brief detail.  OR  Explain the fundamental concept stages of SPIN Selling and delve into the importance of each stage in the overall sales process?	10	CO3
<b>SECTION-D</b> <b>2Qx15M= 30 Marks (Answer Any 02)</b>			
Q 18	Examine the strategic significance of recruitment, training, and performance appraisal in optimizing a high-performing salesforce, aligning with organizational goals.	15	CO4
Q 19	Explain the AIDA model and its relevance in the digital sales landscape. Provide examples of how each stage (Attention, Interest, Decision, Action) can be applied in a digital marketing campaign.  OR  XYZ Corporation, a notable entity in the industrial machinery and tools sector, caters to a diverse clientele encompassing both B2B	15	CO4

and B2C markets. Despite its established presence, the company faces significant growth challenges and missed opportunities, resulting in limited market penetration within the sector.

A comprehensive analysis of competitors reveals how industry leaders are leveraging various e-channels to drive exponential growth:

- Customized B2B Portals: Industry leaders attribute 12% of sales to customized B2B portals, projecting an 8% annual growth rate.
- Social Media Engagement: Active engagement on LinkedIn and YouTube contributes to 10% of sales with an expected 12% growth.
- Mobile Commerce: Competitors secure 7% of total sales through mobile commerce, forecasting a 10% annual growth.
- Email Marketing: Industry leaders derive 5% of sales from email marketing, expecting a 9% annual growth.
- Direct Online Sales: A significant portion of sales, contributing 15% for leading competitors, anticipates a 13% annual growth.

XYZ Corporation's current utilization across e-channels is as follows:

Customized B2B Portal: XYZ Corporation's utilization stands at 5%, In Social Media Engagement: The company accounts for 4% of its sales through social media engagement, and in Mobile Commerce XYZ Corporation captures 3% of sales.

Q 1. Outline a comprehensive strategy to enhance the company's market reach and growth potential. Identify specific e-channels that XYZ Corporation should target for immediate improvement, justify their selection, and propose innovative tactics to bolster the company's presence in those channels.

Q 2. Suggest Few additional E-channel recommendations beyond the existing industry standards, elucidating how these additions could further augment XYZ Corporation's market competitiveness.