



Name:	
Enrolment No:	

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, December 2024

Course: Sales and Distribution Management
Program: Integ. BBA MBA/BBA Core (MKTG)
Course Code: MKTG3016

Semester: V
Time : 03 hrs.
Max. Marks: 100

Instructions:

SECTION A
10Qx2M=20Marks

S. No.		Marks	
Q 1	Statement of question		CO1
i)	In personal selling, what does the term 'prospecting' refer to? a. Following up with customers b. Searching for potential customers c. Presenting the product d. Closing the sale	2	CO1
ii)	Your company does not have any prior sales data and you have very little time to set a forecast for your organization. Which forecasting method would be most ideal? a. Exponential Smoothing b. Delphi Method c. Jury of Executive Opinion a. Decomposition	2	CO1
iii)	What is the 5th Steps in Sales Process? a. Closing b. Objection Handling c. Presentation d. Approach	2	CO1
iv)	A marketing channel that has no intermediary levels is known as _____ . a. Exclusive Marketing Channel b. Direct Marketing Channel c. Personal Marketing Channel d. In direct Marketing Channel	2	CO1
v)	Which of the following is an advantage of an indirect distribution channel? a. Higher profit margins for producers b. Greater control over consumer experience c. Wider market reach and access to existing retail networks d. Lower dependency on intermediaries	2	CO1

vi)	The core of every successful sales strategy is a. Persuasion b. Following Sales Process c. Building a report with the client d. All the above	2	CO1
vii)	At Corporate level a Sales Forecast is used for a. Allocating resources across functional areas b. Setting Sales Quotas c. Changing commission Pay Schedules d. Developing Local Sales Promotion	2	CO1
viii)	What is the critical risk of over-reliance on third-party marketplaces for digital sales? a. Increased advertising costs b. Lack of access to valuable customer data and reduced brand control c. Decreased visibility in search engine rankings d. Higher logistics and fulfillment costs	2	CO1
ix)	Which sales strategy would be most appropriate for a premium luxury brand? a. Intensive distribution across all available channels b. Exclusive distribution through high-end retailers c. Direct-to-consumer sales only d. Price discounting to drive customer demand	2	CO1
x)	For a sales contest to be successful a. It should be used again and again. b. Only a reward for a few top performers. c. Be generic to not offend anyone. d. Have a cash component or reward choices	2	CO1
SECTION B 4Qx5M= 20 Marks			
Q	Statement of question		
Q2.	What role does customer relationship management (CRM) play in sales?	5	CO2
Q3.	What are the various types of volatility in sales can happen? What is the various reason for same.	5	CO2
Q4.	List two advantages of using exclusive distribution over intensive distribution.	5	CO2
Q5.	Differentiate between Push Strategy and Pull Strategy?	5	CO2
SECTION-C 3Qx10M=30 Marks			
Q	Statement of question		
Q6.	Explain all the steps of Sales Process with examples. Also list down advantages of using sales process.	10	CO3
Q7.	Suppose you are manager with Netflix. Now, you need to generate leads for the company. How you are going to generate leads for Netflix.	10	CO3

Q8.	What are the advantages of having a consistent sales policy for handling complaints and resolving customer issues?	10	CO3
SECTION-D 2Qx15M= 30 Marks			
Q	Statement of question		
Q9.	<p>A luxury watch manufacturer is planning to expand into new markets. It must choose between intensive, selective, and exclusive distribution strategies.</p> <p>a) Evaluate the pros and cons of each strategy for a luxury product. b) Recommend the most suitable strategy and justify your choice.</p> <p style="text-align: center;">OR</p> <p>A local bakery wants to expand its business by selling its products online and through retail stores.</p> <p>a) Discuss the advantages and disadvantages of using direct and indirect sales channels for this business. b) Recommend the best sales channel for the bakery's expansion and explain why</p>	15	CO4
Q10.	<p>A consumer goods company wants to encourage its channel partners (wholesalers and retailers) to stock and promote its new product.</p> <p>a) Design a trade promotion strategy that includes discounts, incentives, and training programs. b) Discuss how to measure the effectiveness of these promotions.</p>	15	CO4