

Name:

Enrolment No:



**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**

**End Semester Examination, May 2019**

**Course: Sales & Channel management / MKTG 7003/ SET-A**

**Semester: II**

**Programme: MBA-General [Spl in Marketing]**

**Time: 03 hrs.**

**Max. Marks: 100**

**Instructions: Mention your Name & Roll No on the Top of the QP.**

**SECTION A : Choose the correct Ans / Fill in the Blank [2x10=20 Marks]**

Q 1	Attempt all of them:	Marks	CO
i	The ..... Stage of the personal selling process involves the first meeting between the salesperson and the prospect, which aims to get the prospect's attention, stimulate interest, and build a working relationship.	2	CO1
ii	When ICICI Bank sends a direct marketing letter to consumer, along with pre-paid Self-addressed envelop, so that the customer can request more information on financial planning, it is engaging in .....	2	CO1
iii	In the product-type sales organization, each salesperson specializes in selling only a portion of the company's ..... i. Product Line ii. Brand Line iii. Category Line iv None of them	2	CO1
iv	..... Sales organizations expects its sales force to take of the territory in totality. i. Product ii. Geographic iii. Customer iv. Functional	2	CO1
v	Flatter sales organizations would be more customer-centric than taller ones because it is..... i. Less Bureaucratic ii. More Bureaucratic iii. Has less response Time iv. Both a & c	2	CO1
vi	The workload method is used to ..... i. Select which sales presentation format to use ii. Quantify the point at which the sales can be closed iii. Calculate commission compensation payment iv. Determine the size of a sales force	2	CO1
vii	The sales response function can be used to .....	2	CO1

	<p>i. Post -test an ad like a sales test</p> <p>ii. Relate the expense of sales effort to the results obtained</p> <p>iii. Evaluate how each environmental strength, opportunity, weakness and threat will affect the company and its products.</p> <p>iv. Assign responsibilities for action and deadlines</p>		
viii	<p>Sales training process can least modify which of the following in the sales persons after the training?</p> <p>i. Attitude ii. Behavior iii. Personality iv. Perception</p>	2	CO1
ix	<p>Training needs is essentially a fit between</p> <p>i. Job requirements and attitude and skill required</p> <p>ii. Job requirements and attitude and skills possessed</p> <p>iii. Attitude and skills required and attitude and skills possessed</p> <p>iv. None of the above</p>	2	CO1
x	<p>A new company struggling to develop its sales territory should adopt which of the following compensation plan.....</p> <p>i. Combination Plan</p> <p>ii. Straight Salary plan</p> <p>iii. Straight commission plan</p> <p>iv Straight Bonus Plan</p>	2	CO1

**SECTION B : Attempt any 5 Questions [5x10 = 50 Marks]**

Q 2	<p>Interdependence among the channel members affect the economics and relationships among them. The influence and dependence on each other is important for a win-win situation and such cooperation enhances total profitability of each member. On the other hand, to bring this cooperation among so many channel members is often difficult and give rise to the situation of conflicts. Discuss possible kinds of conflicts that may arise in between the channel partners &amp; their causes?</p>	10	CO1, CO2
Q3	<p>Imagine you are a marketing manager planning to launch a new product in the consumer durables category. List five important anticipated resistances to marketing strategy you will include in your presentation to the sales and marketing team members before you start making the marketing strategy for the product development and launch. Also, explain why you chose these five points, and how you will convince the sales team members on the five possible resistances from them?</p>	10	CO1, CO2, CO3
Q4	<p>Distribution Channel consists of people, structure and systems that enables goods and services to be transported from manufacturer to the end user. An effective distribution channel is a source of strategic advantage for firms across all industries. Discuss, why are distribution channels required by the company and their roles?</p>	10	CO2,C O3,CO 4

Q5	For any company operating in the market place with its sales force often faces challenge regarding the performance of its sales team. What do you think are the potential factors that might affect sales force performance and suggest possible ways to delineate them in order to enhance it?	10	CO1, CO2, CO3
Q6	Assume you are VP – Sales of a large FMCG organization and your sales force need special kind of training so they can provide specific value proposition to the general trade to gear them against the competition faced from modern trade. Elaborate on the content of the Sales Training program, required to meet the objective of the company. In addition, state steps to get a sense on the achievements and effectiveness of the Training program.	10	CO2,C O3,CO 4
Q7	Sales force organization helps the sales department in an organization to wrk in a structured, efficient and effective way. In order to achieve the objectives of the sales force are assigned with the geographic areas known as sales territories. Consider yourself as a consultant to the company who would like to enter in Indian Market and like you to present the procedure of Territory Design to maximize its sales. Elaborate the procedure of sales territory design for the company?	10	CO1, CO2,C O3,
<b>SECTION-C: Analytical / Situational / Case based</b> <b>Attempt all the questions [30 Marks]</b>			
Q8 <b>Situational:</b>	In 2008, HUL introduced Go-To-Market [GTM] as a part of streamline distribution network. It was aimed at rationalizing its distribution network to make it more efficient, deliver stocks to retailers faster, and reduce inventory on their product shelves. In Mumbai, the company consolidated its 21 distributors, who typically operated on 4% profit margins, a bigger share of the pie at a time when the others wooed them. Mahindra logistics was given the task of stock deliveries. Enlisting Mahindra logistics led to a system being put in place that cut seven-day inventory to one day. Orders were logged in the evening by the distributor's staff and delivered by the company the next evening to the distributor. Mahindra logistics delivered stocks to the retailers the next morning. This freed the distributor's resources that were otherwise tied up in stocking excess inventory and preventing losses due to transit damage. This system ensured that products that suffer on a retailer's shelves were also not supplied, eliminating losses from expired stock. Recently HUL has initiated discussion with top telecom firms and banks, and financial service firms to create a joint distribution model to cover India's 6,38,000 villages in which nearly 775 million people live.		
	How do you think the above initiatives by HUL for its distributors lead to the following:  a) Healthier Channel relationship	10	CO2, CO3, CO4

	b) Re-distribution of channel power and dependence among all channel members		
Q9	With reference to the case 'Amazon' , State how traditional retailers such as Best Buy, should compete in this new world and how they should redefine their value proposition and business model?	10	CO3, CO4,
Q10	With reference to the case 'Merrill Lynch', do you really think that the company responded with an appropriate speed in responding to the market changes or it stood too slow in its response? How do you find the future role of Financial Consultant and place of Merrill Lynch?	10	CO2, CO3, CO4

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	vi. Relate the expense of sales effort to the results obtained vii. Evaluate how each environmental strength, opportunity, weakness and threat will affect the company and its products. viii. Assign responsibilities for action and deadlines		
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x	A new company struggling to develop its sales territory should adopt which of the following compensation plan..... iii. Combination Plan iv. Straight Salary plan iii. Straight commission plan iv Straight Bonus Plan	2	CO1
<b>SECTION B : Attempt any 5 Questions [5x10 = 50 Marks]</b>			
Q 2	You are a B2B producer with a large and fragmented product line aimed at a large and fragmented market. Should you use multiple routes to reach this market? What are the trade-off? How serious will the channel conflict be, and what steps might you take to minimize conflict?	10	CO1, CO2
Q3	A wholesaling operation can be eliminated as an entity, but someone must perform the wholesaling task and absorb the cost sustained by the wholesaler if it is assumed that those tasks are necessary? Discuss giving your views pro or con, and offer support for your answer?	10	CO1, CO2. CO3
Q4	Distribution Channel consists of people, structure and systems that enables goods and services to be transported from manufacturer to the end user. An effective distribution channel is a source of strategic advantage for firms across all industries. Discuss, why are distribution channels required by the company and their roles?	10	CO2,C O3,CO 4
Q5	A company while planning its marketing penetration strategy in India through personal sales, now would like to decide size of its sales team to meet the sales volume and profit objectives. The company know that it is perhaps difficult to determine exact numbers of the sales persons it would have, hence requires support in knowing the basic approaches used in approximating the team size. You are required to help the company by elaborating them to meet its objectives?	10	CO1, CO2. CO3
Q6	Assume you are VP – Sales of a large FMCG organization and your sales force need special kind of training so they can provide specific value proposition to the general	10	CO2,C O3,CO 4

	trade to gear them against the competition faced from modern trade. Elaborate on the content of the Sales Training program, required to meet the objective of the company. In addition, state steps to get a sense on the achievements and effectiveness of the Training program.		
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	How do you think the above initiatives by HUL for its distributors lead to the following:  c) Healthier Channel relationship d) Re-distribution of channel power and dependence among all channel members	10	CO2, CO3, CO4
Q9	With reference to the case 'Amazon' , State how traditional retailers such as Best Buy, should compete in this new world and how they should redefine their value proposition and business model?	10	CO3, CO4,
Q10	Some companies have adopted reverse logistics systems under pressure from Government regulations. Should this idea be generalized to all products? To all firms? If you were a supply chain manager for an automobile maker, how might you	10	CO2, CO3, CO4

	go about responding to such legislation? What could you do to create an efficient reverse supply chain?		
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