

Name:
Enrolment No:



UNIVERSITY OF PETROLEUM & ENERGY STUDIES
End Semester Examination– December-2021

Program: MBA Digital Business

Semester: III

Subject/Course: Digital Sales and Channel Management

Max. Marks: 100

Course Code: DIGM8002

Duration: 3 Hours

IMPORTANT INSTRUCTIONS

1. The student must write his/her name and enrolment no. in the space designated above.
2. The questions have to be answered in this MS Word document.
3. Section A **and B**- All the questions are compulsory.
4. Section C- Two questions are compulsory and one has internal choice
5. Section D- One question is compulsory and another has an internal choice.

Q.No	Section A (Write the suitable choice)	Marks 2x10	COs
1.	In — selling salespeople will have areas or specific geographical locations assigned for them and specific accounts will also be designated. a. Business selling b. technical selling c. trade sales d. Missionary sales		1
2.	A key factor in the retail purchase of “Gold” is the buyer’s confidence in the ____ a. store b. durability c. Availability d. sales associate.		1
3.	Inbound logistics is a. a flow material from manufacturer to distributor b. a flow of material from distributor to retailer c. a flow of goods from retailer to consumer d. a flow of raw materials from suppliers to manufacturers.		2
4.	____ is recognized as a low cost and effective method for communicating with corporate customers due to increasing cost. a. personal selling		2

	b. Sale promotion c. Public relations d. direct marketing		
5.	In the first 10 years, the web was heavily used as a static publishing and/or retailing (transactional) channel. This was known as: A. Web 2.0. B. Web 3.0. C. Web 1.0. D. Web 3.0.		1
6.	This is the process of marketing accomplished or facilitated through the application of electronic devices, appliances, tools, techniques, technologies and or systems: A. Direct Marketing B. interactive marketing C. Electronic marketing D. internet marketing		1
7.	Digital marketing is becoming very popular due to the? A. increase in internet users B. increase in mobile phone users C. increase in digital content consumption D. All of the above		2
8.	Which of the following is a type of digital marketing activity? A. Marketing through Email B. Social web marketing. C. Viral marketing. D. All of the above		2
9.	Which goal of a business-to-business website involves an interactive dialogue with a virtual salesperson? A.Sizzle B. .sell C.Speak		1

	D.save		
10.	Which goal of a business-to-business website involves gaining permission from a website visitor and other communications channels? A.serve B.speak C.sell D.save		1
	Section B	4x5	
11.	What are the benefits of a channel manager?		3
12.	What are the channels of a Direct Marketing?		3
13.	Explain Sales territories. What are their benefits?		3
14.	What are the constituents of Digital Sales Strategy? Illustrate.		3
	Section C	3x10	
15.	In challenging economies, do you expect to see more companies creating digital channel sales models? If so, why? Or How digital retailing is transforming the customer perception of buying process?		3
16.	In a Digital Context, explain the role of a sales manager?		3
17.	How sales channel programs are measured?		4
	Section D	2x15	
18.	Design a digital sales strategy for a newly launched water purifier by a company. Or Suggest the mechanisms and strategies for Sales and Channel management for a business launching the digital channel programs for the first time.		4
19.	Explain the approaches of digitalizing Sales channels. How digital transformation can address the core issue of profitability.		4

