



**UNIVERSITY OF PETROLEUM & ENERGY STUDIES
DEHRADUN**

End Semester Examination-2017

Program/course: MBA-CORE MGT
Subject: Sales Management
Code : MBCM 780
No. of page/s:5

Semester – II
Max. Marks : 100
Duration : 3 Hrs

Section A: Attempt all the Questions [2x10 = 20 Marks]

Q1. Fill in the Blanks

1. In order to be successful in today's global business environment must also think and act strategically.
2. Act on the Behalf of Buyer or seller but do not take the title of Goods.
3. gather information on customers, competitors and other external market data.
4. With time channels need to change along with product as it get older in the
5.means such personal information as may be prescribed by the Central Government in consultation with such professional bodies or associations as it may deem fit.
6. Channel Design Decision depends on desired service outputs levels.
7. Channel Objectives vary withcharacteristics.
8. A better known theory of retailing “.....” proposed by MacLcomb McNair.
9. A is a large self-service retail store that carries a wide variety of consumer products under one roof.

10. stores carry a narrow product mix with depth of assortment within the line

Section B: Attempt any 4 Questions [4x5 = 20 Marks]

Q2. While Barter would be considered as oldest form of retail trade, since independence, retail in India has evolved to support the unique needs of country, given its size and complexity. Explain

Q3. As per the Contract Act 1982, establish the relationship between the companies and its channel partners narrating essentials of valid contract and remedies available with for the breach of contract?

Q4. Some companies use specialized personnel for prospecting, but most regards it as one of the salespersons responsibilities. Discuss various steps in prospecting the client for a company in FMCG segment?

Q5. Why Luxottica take a risk to purchase Lens Crafters acting as its own retailer? How vertical integration reduce Performance ambiguity?

Q6. There are no universally accepted methods of classify retail, Still various schemes have been proposed to categorize retail based on No. of outlets, Margins v/s turnovers, Location and Size. Based on the fact discuss major type of retail stores available across the globe with examples?

Section C: Attempt any 2 Questions [2x15 = 30 Marks]

Q7. ABC limited is operating in India since last 10 years. Now since the competition intensified and new MNC's made the way in the market with energetic, well trained personnel's, ABC limited want you to hire to identify Training for its people. As a consultant to the company, you are required to help ABCL in Identifying need for an Initial sales training program and develop a content for the same with an objective to enhance productivity of its team. Also, discuss which method would you like to suggest the company for imparting Training and why?

Q8. Retail in India has evolved to support the unique needs of our country, given its size and complexity *Haats, Mandis* and *Melas* have always been a part of the Indian landscape. They continue to be present in most parts of the country and form an essential part of life. Since the retail has emerged as one of the major activity in India, it's necessary to trace the evaluation and drivers of retail change in India? Also highlight the challenges that the retail sector is facing in India with its rapid development.

Q9. A distribution channel is a set of Independent firms with the same [common] objective of providing value to the customers. However, with the resources and the payoffs being limited, a channel – with more than one tire – is embedded with conflicts of interest in terms sharing the costs and profits. Discuss the process / method of ascertaining the Intensity of Dispute and major sources of conflict in Marketing Channels?

Section D: Analytical / Situational / Case based:

CASE ATTACHED:

Attempt all the questions [30 Marks]

10 (i). 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 go about responding to such legislation? What could you do to create an efficient reverse supply chain?

10(ii). ' 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(III). 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?