

Name:	 <b>UPES</b> UNIVERSITY WITH A PURPOSE
Enrolment No:	

**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**  
**End Semester Examination, December 2019**

**Course: Sales & Distribution Management**  
**Program: BBA (Auto Marketing)**  
**Course Code: MKTG1001**

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

**Instructions: Attempt all questions**

**SECTION A**

**(20 Marks)**

S. No.	Question	Marks	CO
Q.1.	Summarize the Selling Concept.	5	CO 1
Q.2.	Discuss the image of selling.	5	CO 1
Q.3.	Discuss the importance of recruitment for organization.	5	CO 1
Q.4.	Discuss Buyer's expectations for channel integration.	5	CO 1

**SECTION B**

**(50 Marks)**

Q.5.	Discuss the scope of selling.	10	CO 2
Q.6.	Specify the responsibilities of executives.	10	CO 2
Q.7.	Provide overview of Marketing Planning process.	10	CO 2
Q.8.	Elaborate the functions of Marketing Channels.	10	CO 2
Q.9.	Elaborate the factors you will consider to design Marketing Channel System.	10	CO 2

**SECTION-C**

**(30 Marks)**

Q.10.	You are the Sales Manager of an automobile major based in Chennai. Recently 20 recruits joined your company in the luxury car segment of your company. These recruits need to be provided with sales training.		
	List and discuss the training inputs that need to be provided to these recruits so that they can be effective in their job.	<b>(15)</b>	<b>CO 3</b>
Q.11.	Your company markets automobiles in New Delhi. As a part of expansion plans you have decided to induct 3 new dealers in South Delhi. As the Regional Head you are required to select these dealers.		
	Discuss in detail the criteria & justification of criteria for selection of the dealers for your company.	<b>(15)</b>	<b>CO 3</b>