



Name:

Enrolment No:

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, May 2022

Course: Sales & Channel Management

Program: MBA GEN Marketing

Course Code: MKTG7003

Semester: II

Time : 03 hrs.

Max. Marks: 100

**SECTION A
(20 Marks)**

Note: Attempt All the Questions

Q. No.	Question	Marks	CO
1	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
2 Sales organizations expect their sales force to take over the territory in totality. i. Product ii. Geographic iii. Customer iv. Functional	2	CO1
3	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	2	CO1

	iv. Determine the size of a salesforce		
4	<p>The sales training process can least modify which of the following in the salespersons after the training?</p> <p>i. Attitude</p> <p>ii. Behavior</p> <p>iii. Personality</p> <p>iv. Perception</p>	2	CO1
5	<p>Training needs are essentially a fit between</p> <p>i. Job requirements and attitude and skills 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
6	<p>Sales and Distribution Management majorly focuses on the _____ .</p> <p>i. Buying aspect of an organization</p> <p>ii. Selling aspect of an organization</p> <p>iii. Negotiating aspect of an organization</p> <p>iv. All of the above</p>	2	CO1
7	<p>Personal selling is used extensively in _____.</p> <p>i. Simple and less technical products</p> <p>ii. Complex and non-technical products</p>	2	CO1

	<p>iii. Complex and highly technical products</p> <p>iv. Simple & highly technical products</p>		
8	<p>A sales organization bridges the gap between the market and the</p> <p>i. Human Resource capacity of the firm</p> <p>ii. Financial capacity of the firm</p> <p>iii. Productive capacity of the firm</p> <p>iv. Marketing capacity of the firm</p>	2	CO1
9	<p>_____ is a distribution system in which the ultimate buyer acquires the title directly from the manufacturer of the product.</p> <p>i. Direct Distribution</p> <p>ii. Indirect Distribution</p> <p>iii. Exclusive Distribution</p> <p>iv. Intensive Distribution</p>	2	CO1
10	<p>System has helped companies in –</p> <p>a. Increase sales</p>	2	CO1

- b. Reduce turnover of personnel
- c. Expand more efficiently
- d. Reduce training and development costs
- e. Generate a significant return on investment
- f. All of the above

Ans. F

The system has helped companies in –

- a. Increase sales
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- c. Expand more efficiently
- d. Reduce training and development costs
- e. Generate a significant return on investment
- f. All of the above

Ans. F

Karen is studying the potential for selling her company's products in China. As part of her analysis, she is assessing the number, types, and availability of wholesalers and retailers. Karen is studying the country's

- i. Natural conditions
- ii. Technological feasibility
- iii. Social and cultural norms
- iv. Distribution structure

**SECTION B
(20 Marks)**

Short Notes

Attempt All the Questions

11	Importance of Time Management for Sales Personnel	5	CO2
12	Role of Corporate Social Responsibility in sales	5	CO2

13	Modes of Transportation	5	CO2
14	Vertical Marketing System	5	CO2
SECTION-C (30 Marks)			
Note: Attempt All the Questions			
15	<p>How do factors like the nature of the product, the profile of the target market, and company resources affect the sales job? Explain by taking the examples of the following selling situations.</p> <p style="text-align: center;">i. Selling of a consumer durable product ii. Selling of an industrial product</p>	10	CO3
16	<p>Channel intermediaries are a medium of distribution of various goods and services. They play a vital part in the total marketing plan of a company. Describe the various roles undertaken by the channel intermediaries giving a suitable example.</p>	10	CO3
17	<p>“Sales analysis is described as a detailed inspection of a company’s sales data and considered as one of the most effective tools for controlling Salesforce” – Comment and justify with examples.</p> <p style="text-align: center;">OR</p> <p>Define the term “Sales Training”. How would you decide the training needs of salespeople if you are appointed as a Sales Trainer for a consumer durable company? Discuss.</p>	10	CO3
SECTION-D 30 Marks			
Analyze the case			
18	<p>M/s Galaxy Automobiles Pvt. Ltd. is one of the dealers of one of the leading Indian Automobile Companies. He holds a market share of around 50% and is the market leader in his area. With new players coming in, his market share has dropped by 04% in the last three years. The profit margins are also squeezing. The company which never used to question him for his performance has now started reviewing his performance on monthly basis and tremendous pressures have built up to increase sales.</p> <p>To support and motivate dealers the company has come out with an incentive scheme during the peak selling a quarter of the year. The</p>	30	CO4

scheme was designed to increase the overall market share of the company by 04%. The dealers were given sales targets based on their performance in the previous year in that quarter, estimated industry growth for the year, and targeted market share in their areas. The incentive was based on the collection of payments sent by dealers at the end of the quarter.

M/s. Galaxy Automobiles was quite attracted by the scheme and put its best efforts to reach its targets for the quarter. In the process, it had to increase the salesman's commission and spend a lot on advertising and field—activities. Despite the efforts and expenses, it reached close to its target but found itself unable to reach the desired figure. To achieve the collection figure is arranged some external finance and finally achieved the target.

Instead of the collection sent it was supplied to the vehicles. This increased its wholesale market share, however, the retail market share remained to be almost the same. The company was happy to see a rise in the wholesale market share and attributed this to the incentive scheme. They ignored the fact that the entire collection had not come by actual sales and the stock at the dealership and the dealer's market liabilities have increased.

To attract similar performance, the company extended the scheme for the next month also. Similar happenings took place, however, the impact was low. After continuing for eight months in this manner, the company stopped the scheme. It was found that the sales started dropping.

To gain more and more sales for incentives, the dealer increased the salesman commissions. Some contribution of the incentives was also transferred to the end consumers. These gains slowly became an integral part of the salesman's and dealer's income rather than an incentive and when the schemes were taken back they considered this as a reduction in their income and lost the motivation to sell, leading to a loss in sales. It was observed at the end of the year that the sales had increased but the profitability had gone down. This happened because of the increased expenses on sales promotions activities and interest charges on large stocks and external finances, which were done to achieve the incentive targets.

In the light of the above case, discuss the importance of motivating the channel members. And suggest how an incentive selling scheme/strategy, helps in balancing the market share, profitability, and consumer satisfaction simultaneously.