

Name:
Enrolment No:



UNIVERSITY OF PETROLEUM & ENERGY STUDIES
End Semester Examination (Online) – July, 2020
SET-2

Program: MBA-Core {spl in Mkt}
Subject/Course: Sales and Channel Management
Course Code: MKTG 7003

Semester : II
Max. Marks: 100
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. After attempting the questions in this document, the student has to upload this MS Word document on Blackboard.

	Attempt All Questions:	Marks	COs
Q.1	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?	20	CO1/CO2
Q.2	A wholesaling operation if eliminated as an entity, but someone must perform the wholesaling task and absorb the cost sustained by the wholesaler, if assumed that those tasks are necessary? Discuss giving your views pro or con, and offer support for your answer?	20	CO1/CO2
Q.3	Reference to the case 'Stihl Incorporate', Consider an average Power Tool dealer having transformed from somewhat less sophisticated twenty years ago to astute, spruced-up small business operations today. How do you think they will look ten years from now?	20	CO2/CO3
	You are required to Ans Q4 & Q5 based on the situation given Below		
	Situation: Peter Burton, EVP sales and marketing of Stihl USA, has been asked to prepare a memo to the company's private owners back		

	<p>in Germany. One of Stihl's board member had recently found himself sitting on the flight next to Frank Blake, recently hired as CEO of Home Depot. Blake was direct and to the point: would Stihl reconsider adding Home Depot's 2000 store chain to its channel mix in the large US market for outdoor power equipment's? It was not long after plan landed that Burton got a call from Germany. He read through several times recent case study written on the company's US distribution strategy before responding.</p> <p>Writing in the role of Peter Burton, outline your evaluation of retail distribution described in the case identified above and communicated in a memo to the company's German owners your insight and recommendations on the questions mentioned below:</p>		
Q.4	Was the decision to avoid Home-center channel a good one? What are the benefits of sticking with it? What are concerns?	20	CO3/CO4
Q.5	<p>A) Looking out three to five years, does total reliance on independent dealers continue to make sense? Why or why not?</p> <p>B) If a multi-channel system appears more suitable to market needs and Stihl corporate objectives, how can the company get there from here?</p>	20	CO3/CO4

ANSWERS