

Name:
Enrolment No:



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

Program: BBA (CORE)
Subject/Course: Sales and Distribution Management
Course Code: MKTG1001

Semester : IV
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.

		Marks	COs
Q.1	Explain the AIDAS theory. What are the differences between the AIDAS theory of selling and the buying formula theory of selling? Explain by taking the example of any sales situation of your choice.	20	CO 1
Q.2	TNT, a courier company, has always followed the direct marketing route in the business-to-business segment to increase its customer base. The company is now considering the use of territory management to improve its sales process. Which method would you suggest to TNT for designing territories? What are the benefits it would get out of territory management?	20	CO 5
Q.3	Define the term “Sales Training”. How will you decide the training needs of salespeople if you are appointed as a Sales Trainer for a FMCG company? Discuss.	20	CO 2
Q.4	Sales force motivation is a never-ending process. If the sales manager does not keep a count of the level of motivation of the salespeople, then it may harm the organization. explain the concept with suitable examples from indian organizations.	20	CO 3
Q.5	“Many the number of intermediaries, higher would be the cost of the product.” Comment on the statement. Give a suitable example to support your arguments.	20	CO 4

ANSWERS

