

Name:	
Enrolment No:	

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
Online End Semester Examination, December 2020

Course: Sales and Distribution Management	Semester: V
Course Code: MKTG1001	Time: 03 Hours
Program: BBA (Auto Marketing)	Max. Marks: 100

SECTION A

- 1. Each question carries 5 Marks**
2. Instruction: State whether True or False / Choose the correct answer.

Sl. No.	Question	CO
Q.1.	In the selling concept the product is created and then sold. True / False	CO1
Q.2.	The primary responsibility of a salesperson is: (a) relationship management (b) database and knowledge management (c) conclude a sale (d) self-management	CO1
Q.3.	_____ is the maximum possible sales available for an entire industry during a stated period of time. (a) sales forecast (b) sales potential (c) market potential (d) sales budget (e) none of the above	CO2
Q.4.	_____ lays down manpower requirements of all departments for the budget period. (a) master budget (b) personnel budget (c) financial budget (d) overheads budget (e) none of the above	CO2
Q.5.	_____ distribution relies on more than a few but less than all of the intermediaries willing to carry a particular product. (a) selective (b) exclusive (c) intensive (d) none of the above	CO3
Q.6.	_____ routing pattern is used when the sales representative has to travel extended distances to cover the territory over a number of days. (a) straight line (b) cloverleaf (c) spiral (d) zone	CO4

SECTION B**1. Each question carries 10 marks.****2. Instruction: Write short / brief notes.**

Q.7.	Summarize the nature of selling. Or Discuss the role of sales manager.	CO1
Q.8.	Discuss Sales Budget and Production Budget. Or Discuss Sales Analysis and types of Sales Analysis	CO1
Q.9.	Discuss the components of a training program for salespersons.	CO2
Q.10.	Summarize importance of sales goals and types of sales goals. Or Discuss what are marketing channels and the functions of marketing channels	CO3
Q.11.	Summarize the factors on the basis of which we will select channel members. Or Discuss Channel Information System and importance of Channel Information System.	CO3

Section C**1. This section carries 20 Marks.****2. Instruction: Write long answers.**

Q.12.	<p>Case Study</p> <p>Hind Products Ltd</p> <p>Hind Products Ltd is a company that produces and markets plastic cups, teaspoons, knives and forks for the catering industry. The company was established in 2016 in response to the changes taking place in the catering industry. The growth of the fast food sector of the market was seen as an opportunity to provide disposable eating utensils which would save on human resources and allow the speedy provision of utensils for fast customer flow. In addition, Plastic Products has benefited from the growth in supermarkets and sells 'consumer packs' through four of the large supermarket groups.</p> <p>The expansion of sales and outlets has led Manish Jain, the sales manager, to recommend to Alope Trivedi, the general manager, that the present salesforce of two regional representatives be increased to four.</p> <p>Manish believes that the new recruits should have experience of selling fast moving consumer goods since essentially that is what his products are.</p> <p>Alope believes that the new recruits should be familiar with plastic products since that is what they are selling. He favours recruiting from within the plastics industry, since such people are familiar with the supply, production and properties of plastic and are likely to talk the same language as other people working at the firm.</p> <p>(a) Discuss the factors which should be taken into account when recruiting salespeople? (10)</p> <p>(b) Do you agree with Manish or Alope or neither? Support your answer. (10)</p>	CO4
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