



Name:

Enrolment No:

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, December 2022

Course: SALES AND DISTRIBUTION MANAGEMENT

Program: BBA with specialization in marketing

Course Code: MKTG 1001

Semester: 5

Time: 03 hrs.

Max. Marks: 100

Instructions:

SECTION A
10Qx2M=20Marks

S. No.		Marks	CO
Q 1	The most important objective of ___ is to convince customers to make a purchase. a. Direct marketing b. The person selling c. Person-to-person communication d. Integrating program	2	CO1
Q 2	Logistics can be classified into – a. One that is linked to operations b. That is linked to strategy c. That is linked to forecasting d. That is linked to responsibility	2	CO1
Q 3	Basic functions in warehousing are – a. Handling b. Storage c. Information transfer d. All of the above	2	CO1
Q 4	___ are at the end of the supply chain. a. Distributor b. Customer c. Retailers d. Wholesaler	2	CO1
Q 5	___ becomes the amount a customer is willing to pay for the product/service provided by the supplier. a. Value b. Money c. Cost d. Interest	2	CO1
Q 6	Two commonly faced problems in the services business are – a. Lack of training b. Resistance to selling c. Making the service tangible	2	CO1

	d. Sales promotion		
Q 7	Sales promotion tools aimed at three tools are – a. Customers b. Incentives c. Intermediaries d. Salesforce	2	CO1
Q 8	Sales strategies and System has helped companies to ____. a. Increase sales b. Expand more efficiently c. Reducing training and development cost d. All of the above	2	CO1
Q 9	Key influencers for consumer services and entertainment can be – a. Family & friends b. Retailers & store staff c. Specifiers d. None of the above	2	CO1
Q 10	Personal selling's objective of promotion should include ____. a. Building product awareness b. Creating interest c. Providing information d. Stimulating supply	2	CO1

SECTION B
4Qx5M= 20 Marks

Q 11	Explain the duties and responsibilities of the district sales manager.	5	CO2
Q 12	Explain problems associated with personal selling.	5	CO2
Q 13	What is your understanding of sales organizations and what are the major steps for forming a sales organization?	5	CO2
Q 14	What do you understand with third-party logistics what kind of services they can provide?	5	CO2

SECTION-C
3Qx10M=30 Marks

Q 15	Explain pure competition, monopolistic competition, oligopolistic competition, and no direct competition.	10	CO3
Q 16	What are the customer-oriented marketing channels and their functions?	10	CO3
Q 17	What do you understand with “policy on pricing relative to the competition” explain?	10	CO3

SECTION-D
2Qx15M= 30 Marks

Case: Guilty as Charged

Small businesses often need to come up with a unique angle to attract media attention. Sizzle and Grill in Cardiff, South Wales, UK, is home to 40 different mega-meals. As a result, the online buzz about the food makes sure every night at the restaurant is a busy night. The owner, Paul Stevens, knew he would have to come up with something special when the challenge to eat his 69-oz mixed grill, in an hour, was completed by seven people. He introduced the 96-oz steak and a 61/2-pound burger. The restaurant had become the prime venue for raucous

nights out, including hen and stag parties. It has also attracted the interest of the national media. The problem with excessive media publicity and nonstop attention on social media is that the next big story hits the headlines with an immediate and sometimes damaging effect. For example, in April 2014, no important newspaper, radio station or TV channel could miss reporting on Stevens pleading guilty to 18 hygiene offenses and two counts of benefit fraud.

Q 18	Find an example of a local retailer in your community that uses online, mobile, and social media marketing. Explain the challenges and successes he or she would have experienced when implementing this strategy.	15	CO4
Q 19	Create an outline of the presentation to give to local retailers explaining how they can effectively use online, mobile, and social media marketing to engage customers and enhance their business.	15	CO4