UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, December 2024

Course: Digital Sales and Channel Management   **Semester: III**
Program: MBA Digital Business   **Time: 03 hrs.**
Course Code: DIGM8002   **Max. Marks: 100**

Instructions:

SECTION A
10Qx2M=20Marks

S. No.		Marks	
Q 1	Statement of question		**CO1**
i)	Which of the following best defines an omnichannel sales strategy? A. Selling through as many digital channels as possible B. Ensuring seamless customer experience and integration across multiple channels C. Prioritizing online sales over offline sales D. Using only third-party platforms for product distribution	**2**	**CO1**
ii)	How does predictive analytics enhance digital sales performance? A. By automating email campaigns B. By forecasting customer behavior and personalizing sales approaches C. By reducing the need for customer relationship management (CRM) tools D. By creating viral social media content	**2**	**CO1**

iii)	Customization is a process of ___ the CRM solution.
	   A. Integrating
	   B. Fine-Tunning
	   C. Buying
	   D. Planning
		2	**CO1**

iv)	What is a key challenge of integrating AI-powered chatbots into digital sales channels? A. High development costs compared to traditional support systems B. Inability to offer personal recommendations C. Limited scalability across multiple platforms D. Difficulty in analyzing customer sentiment	**2**	**CO1**
v)	In the context of digital sales, what is "retargeting"? A. Offering discounts to first-time visitors B. Displaying ads to users who have previously interacted with the brand but didn't convert C. Sending promotional emails to existing customers	**2**	**CO1**

	D. Focusing campaigns exclusively on high-value customers		

vi)	The core of every successful sales strategy is
	    A. Persuasion
	    B. Following Sales Process
	    C. Building a report with the client
	    D. All the above
		2	**CO1**

vii)	At the corporate level a Sales Forecast is used for
	    A. Allocating resources across functional areas
	    B. Setting Sales Quotas
	    C. Changing commission Pay Schedules
	    D. Developing Local Sales Promotion
		2	**CO1**

viii)	Your company does not have any prior sales data, and you have very little time to set a forecast for your organization. Which forecasting method would be most ideal?
	    A. Exponential Smoothing
	    B. Delphi Method
	    C. Jury of Executive Opinion
	    D. Decomposition
		2	**CO1**

ix)	You want an easy-to-use sales forecasting method that can account for seasonality. Which approach would be best under these circumstances?
	    A. Exponential Smoothing
	    B. Delphi Method
	    C. Jury of Executive Opinion
	    D. Decomposition
		2	**CO1**

x)	For a sales contest to be successful, it should:
	    A. It should be used again and again.
	    B. Only a reward for a few top performers.
	    C. Be generic to not offend anyone.
	    D. Have a cash component or reward choices
		2	**CO1**

SECTION B
4Qx5M= 20 Marks

Q	Statement of question		
Q2.	How do predictive analytics enhance digital sales strategies?	**5**	**CO2**
Q3.	What are the various types of volatility in sales can happen? What is the various reason for same.	**5**	**CO2**
Q4.	What is dynamic pricing, and why is it important in digital sales?	**5**	**CO2**
Q5.	Differentiate between Push Strategy and Pull Strategy?	**5**	**CO2**

SECTION-C
3Qx10M=30 Marks

Q	Statement of question		
Q6.	Explain all the steps of Sales Process with examples. Also list down advantages of using sales process.	**10**	**CO3**

Q7.	Suppose you are Sales Manager with Netflix. Now, you need to generate leads for Netflix. How you are going to generate the leads for Netflix.	**10**	**CO3**
Q8.	A retail fashion brand currently uses multiple isolated channels (website, app, and physical stores) for sales. Propose a roadmap for transitioning from a multichannel to an omnichannel strategy, focusing on integration, technology adoption, and customer experience improvements.	**10**	**CO3**
SECTION-D **2Qx15M= 30 Marks**			
Q	Statement of question		
Q9.	A multinational electronics company sells through both direct-to-consumer (D2C) platforms and third-party marketplaces. Recently, their channel partners have raised concerns about pricing discrepancies and product availability. Design a strategy to resolve channel conflicts while maintaining sales performance and customer satisfaction across all platforms. Or A global e-commerce brand wants to use artificial intelligence (AI) to improve sales performance. Propose an AI-driven strategy focusing on personalization, predictive analytics, and automation for better customer targeting and operational efficiency.	**15**	**CO4**
Q10.	Physics Wallah after its success in offline education. It is starting its online classes throughout India. What is various marketing Strategy you are going to suggest to Physics Wallah CEO to expand its online market along with offline market.	**15**	**CO4**