

Name:	
Enrolment No:	

UPES
End Semester Examination, December 2024

Course: Sales & Channel Management
Semester: 3rd
Program: MBA **Time : 03 hrs.**
Course Code: MKTG8042 **Max. Marks : 100**

Instructions:

SECTION A
10Qx2M=20Marks

S. No.		Marks	CO
Q1	Statement of question		CO1
	In B2B Sales, primary sales driver is		
	a) Recognition and Repetition b) Personal relationships and Detailed Information c) Transactional relationship d) Quantum relationship	02	CO1
	Salesperson investigates the prospect in greater depth and plans the sales call. a) Approach b) Prospecting c) Suspecting d) Pre-Approach	02	CO1
	What is the significance of sales in an organization's overall performance? a) It has no impact on the company's success b) It is a cost center rather than a revenue generator c) It significantly contributes to revenue generation and growth d) It operates independently of marketing strategies	02	CO1
	Ethos, Logos, and Pathos means a) Character, Logic, and Emotion b) Emotion, Logic, and Emotion c) Ethical, Logical, and Pathological d) Character, Emotion, and Logic	02	CO1
	Marketing creates pull and sales create..... a) Pull b) Pity	02	CO1

	c) Push d) Pimple		
	What is the primary purpose of setting sales territory and quotas? a) To limit sales efforts to specific geographical regions b) To manage sales teams but not impact overall sales performance c) To evenly distribute workload and define achievable sales objectives d) To eliminate competition within the sales team	02	CO1
	All channels available to the consumer and all are inter-connected..... a) Omni Channel b) Multi Channel c) Singularity d) Hybrid Channel	02	CO1
is a version of the jury of executive opinion method in which those giving opinions are selected for their “expertise”. a) Delphi Technique b) Sales force opinion poll c) Exponential Smoothing d) Time series analysis	02	CO1
is a travel plan used by a salesperson for making customer calls in a territory. a) Resting b) Scheduling c) Routing d) Nesting	02	CO1
	Salesperson slightly holds back their deals to undermine their forecast and lower management's expectations a) Kickbagging b) Sunbagging c) Rackbagging d) Sandbagging	02	CO1

SECTION B
4Qx5M= 20 Marks

Q2	Statement of question		
A	Explain the statement – “To sell is human”.	05	CO2
B	Explain Inside sales, Presales, and Outside sales and how are they different from each other?	05	CO2
C	What are the objectives of the sales quotas? Which type of quota is most suitable for giving it to junior level and senior level employee.	05	CO2
D	A B2B manager consistently exceeds sales targets but uses unethical practices, including false promises, selling to black marketers, and	05	CO2

	disregarding company rules for visiting 5 new clients and 2 repeat clients daily. As a leader, how would you address this situation to ensure ethical compliance while maintaining sales performance?																						
SECTION-C 3Qx10M=30 Marks																							
Q3	Statement of question																						
A	You are a sales officer in Nestle, Confectionary Division (Munch, Kitkat, etc.) and have been transferred to Chandigarh City. How will you assess the potential of Chandigarh having a population of 40Lacs and take the market share of confectionary division from 9% to 20% in 1 year???	10	CO3																				
B	“Sales Force Automation (SFA) has revolutionized the way organizations manage their sales processes”. Discuss the significance of SFA in modern sales management. Support your discussion with examples and real-world applications.	10	CO3																				
C	In the fiercely contested mobile phone marketplace, channel partners can make or break any organization. Justify the statement suggesting the significance of appointing, training, developing, growing and retaining a channel partner. OR A rapidly growing Fin-Tech company “EasyPay” is expanding its product and service offerings and aims to hire salespeople with diverse skill sets to effectively penetrate new markets. The company has identified three distinct sales roles: Technical Sales Specialist, Relationship Manager, and Key Account Executive. Each role requires a unique skill set to address specific market segments. How does hiring salespeople based on specific skill sets contribute to the overall effectiveness of “EasyPay” market strategy?	10	CO3																				
SECTION-D 2Qx15M= 30 Marks																							
Q4	Statement of question																						
A	TechGizmo Ltd., a leading technology company, sells three products: Smartphones, Laptops, and Tablets. The company’s sales data (in units) for the past four fiscal years is provided below: <table border="1" style="margin-left: 20px;"> <thead> <tr> <th>Fiscal Year</th> <th>Smartphones</th> <th>Laptops</th> <th>Tablets</th> </tr> </thead> <tbody> <tr> <td>2021-22</td> <td>25,000</td> <td>15,000</td> <td>8,000</td> </tr> <tr> <td>2022-23</td> <td>35,000</td> <td>18,000</td> <td>10,000</td> </tr> <tr> <td>2023-24</td> <td>40,000</td> <td>20,000</td> <td>12,000</td> </tr> <tr> <td>2024-25</td> <td>50,000</td> <td>22,000</td> <td>15,000</td> </tr> </tbody> </table>	Fiscal Year	Smartphones	Laptops	Tablets	2021-22	25,000	15,000	8,000	2022-23	35,000	18,000	10,000	2023-24	40,000	20,000	12,000	2024-25	50,000	22,000	15,000	15	CO4
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	<p>Using quantitative forecasting methods, forecast the sales for each product for the next fiscal year of 2025-26.</p> <ul style="list-style-type: none"> • Show all calculations and clearly state the assumptions used in your forecasting method. • Based on your forecasts, identify which product has the highest growth potential and suggest one strategy to capitalize on it. 		
B	<p>Why is sales considered a metrics-driven department? Identify and explain five key quantitative performance indicators and three qualitative performance indicators used to assess the effectiveness of a sales executive. How do these metrics help in tracking progress, optimizing strategies, and achieving sales targets?</p> <p>OR</p> <p>In a market situation where a laptop company “Gell” is launching a groundbreaking product, outline the steps of the personal selling process that a sales executive should follow to maximize success.</p> <p>Discuss how adapting the personal selling process to the unique characteristics of the product and market can contribute to building strong customer relationships and achieving sales objectives.</p>	15	CO4