

- I. To determine how much the present sales force really knew about the computer products and how they are used and
- II. To develop an effective program to equip the sales force with the required product knowledge.

On reaching his desk, Basant called his assistant, Vinod Kale. Vinod had been with the company since its inception eight years ago. Vinod started as a part time worker, while he studied for his graduation, and then took up a temporary when he graduated and joined the company full time. He was as little frustrated that he hadn't been promoted to Sales Manager when Basant was brought in from outside by Mr. Prakash. Basant asked Vinod, "I've just been in a meeting with Mr. Peach, and he has rather firm connections that the product knowledge of our representatives isn't what it should be. He wants us to do something about it. How do you feel about this..." "oh, don't pay too much attention to the old man. He's been on that trip ever since he started the company. As far as he is concerned, no sales representative ever knows enough about the product or knows enough about the customer's problems. It doesn't make any difference to him that we are selling fairly well and sometimes exceeding quotas. In his eyes, that's just because the product is so good. He thinks he is the only one in the company who really knows about the product. It doesn't matter what you do, he'll still be saying the same things to you, and everything he sees one of the representatives making a presentation. Basant thanked Vinod for his opinions but couldn't help wondering whether he could afford to ignore Mr. Prakash's comments.

Questions:

- i. How can Basant determine that how much the sales representatives know about the product and its applications?
- ii. How should he plan to develop the desired degree of expertise among sales people?

Enrollment No.....



Faculty of Management
End Sem (Odd) Examination Dec-2017
MS5EM02 Sales and Channel Management

Programme: MBA Branch/Specialisation: Management / Marketing

Duration: 3 Hrs.

Maximum Marks: 60

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d.

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|-----|------|---|---|
| Q.1 | i. | From the following _____ is not the function of sales is person | 1 |
| | | (a) Adverting (b) Order factor (c) Sales Support (d) Deliverer | |
| | ii. | Selling product and services online, on the web or through internet is called ----- | 1 |
| | | (a) E-Selling (b) A-selling (c) Estimate Selling (d) No-selling | |
| | iii. | The full form of C & F is ----- | 1 |
| | | (a) Carrying and forwarding (b) Carrying and funding Agency (c) Carrying for Aids (d) Carrying and frightening Agent | |
| | iv. | Standard amount that must be sold by a sales person of company total product is classified as | 1 |
| | | (a) Sales Contest (b) Expense Contest (c) Production Quota (d) Sales Quota | |
| | v. | Considering franchise Organisation, independent business people involved other then service organisation is represented as | 1 |
| | | (a) Speciality line handle (b) Corporate Unit (c) Franchisor (d) Franchisee | |
| | vi. | Contractual Agreement between independent retailers that has set up central wholesales operation and conducted joint promotion is classified as | 1 |
| | | (a) Voluntary franchise (b) Involuntary cooperation (c) Retailer cooperation (d) Voluntary Cooperation | |
| | vii. | If company B sells its product through retailer and wholesaler then channel used by company B is classified as ----- | 1 |
| | | (a) Indirect Channel (b) Direct Channel (c) Flexible Channel (d) Static Channel | |

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- viii. Website build to engage customer from different place to more than closer for marketing outcome is classified as ----- **1**
 (a) Corporate Website (b) Marketing Website
 (c) Branding Website (d) Viral Website.
- ix. Search Engine are helpful to customers in searching the---- **1**
 (a) Web Sites (b) Web Location
 (c) E marketing (d) Digital Sights.
- x. Digital marketing is ensuring to expose the product to customer----- **1**
 (a) Visual Merchandising (b) Product Expose
 (c) E-marketing (d) Web Marketing
- Q.2 i. How does the relative importance of advertising and personal selling vary across the different stages of the purchase process? Explain. **2**
 ii. Sales' planning of any FMCG product is as needed as execution. Narrate the method used for sales planning and their reporting system. **6**
 OR iii. Assume you are a computer hardware company and are planning to set up an information database for effective sales management. What type of information should be sought from the present system to enable you to set up your database? **6**
- Q.3 i. How are sales volume quotas set? **2**
 ii. You are a large publishing house, publishing scientific and technical books for a nationwide customer base. What type of field sales organization would you design and why? **6**
 OR iii. Why are sales territories required? Discuss the various steps to scientific territory planning and suggest what type of territory planning would you recommend for **6**
 (a) A company selling textile machinery component to large textile units.
 (b) A Company selling infant milk powder.
- Q.4 i. How industry appoint channel Members. Narrate. **2**
 ii. What is marketing Logistics? How inventory effect the performance of an industry and under what condition the effective transportation enhance the performance of the market? **6**
 OR iii. How information system affect the channel members. Which kind of information is helpful in channel operation? Elaborate with example. **6**

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- Q.5 i. What is the role of E Retailing in retail management? **2**
 ii. What kind of allocation of sales and distribution between the company's sales personnel and channel members, would you suggest in case of
 (a) High value products intended for a small number of consumers?
 (b) Frequently bought low margin highly competitive products? **6**
 OR iii. Explain the role of Retailers in Distribution Channel. When and how the conflict arises between Distributers, Dealers and Retailers of FMCG company. Narrate with example. **6**
- Q.6 i. What is Digital Marketing? Explain **2**
 ii. Differentiate Digital Marketing with Traditional Marketing. Presently the industries are using Digital promotion of their product. How this is cost effective and provides more leverage to organisations. Explain **6**
 OR iii. What is E Business model? How Search Engines are helpful to end users in making their marketing strategy. Is it effective in change management? Narrate. **6**
- Q.7 Read the case given below and answer the questions at the end of the case: **10**
 To say that I am exceedingly upset by what I witnessed in one of our dealer's offices. The other day would be a gross understatement. I saw one of our sales representatives, trying to sell to a dealer and he did not know what he was talking about. He could not answer some of the simplest questions of the dealer about our product and kept saying that he would find out the answer from the head office. Needless to say he didn't make the sale. "Since the personal lall up was Mr. Prakash, President of the Polanis Computer Company, Basant Mehta, the newly hired sales manager for the company, decided he had better head March. Basant nodded and asked "Is this representative of the entire sales force or an isolated case?" "Mr. Mehta that's what am paying you to find out and do something about."
 As Basant walked back to his new office to deal with a multitude of other sales operation problems he said his task unfolding as two major activities.

P.T.O.

MS5EM02 Sales and Channel Management

Marking Scheme

Q.1	i.	From the following _____ is not the function of sales is person	1				
		(a) Adverting					
	ii.	Selling product and services online, on the web or through internet is called -----	1				
		(a) E-Selling					
	iii.	The full form of C & F is -----	1				
		(a) Carrying and forwarding					
	iv.	Standard amount that must be sold by a sales person of company total product is classified as	1				
		(d) Sales Quota					
	v.	Considering franchise Organisation, independent business people involved other then service organisation is represented as	1				
		(c) Franchisor					
	vi.	Contractual Agreement between independent retailers that has set up central wholesales operation and conducted joint promotion is classified as	1				
		(c) Retailer cooperation					
	vii.	If company B sells its product through retailer and wholesaler then channel used by company B is classified as -----	1				
		(a) Indirect Channel					
	viii.	Website build to engage customer from different place to more than closer for marketing outcome is classified as -----	1				
		(b) Marketing Website					
	ix.	Search Engine are helpful to customers in searching the----	1				
		(c) E marketing					
	x.	Digital marketing is ensuring to expose the product to customer-----	1				
		(c) E-marketing					
Q.2	i.	Importance of advertising – 1 mark	2				
		Personal selling - 1 mark					
	ii.	Sales' planning of FMCG product for execution- 2 marks	6				
		Method used for sales planning – 4 marks					
OR	iii.	Any 6 points of type of information 1 mark each (1 mark * 6 = 6 marks)	6				
Q.3	i.	Sales volume quotas set	2				
	ii.	Type of field sales organization – 4 marks Reason – 2 marks	6				
OR	iii.	(a) A company selling textile machinery component to large textile units – 3 marks (b) A Company selling infant milk powder – 3 marks	6				
Q.4	i.	How industry appoint channel Members. Narrate.	2				
	ii.	Marketing Logistics – 2 marks Inventory effect the performance – 2 marks Condition – 2 marks	6				
OR	iii.	Information system affect the channel members – 3 marks Kind of information is helpful – 3 marks	6				
Q.5	i.	Role of E Retailing in retail management	2				
	ii.	(a) High value products intended for a small number of consumers – 3 marks (b) Frequently bought low margin highly competitive products – 3 marks	6				
OR	iii.	Role of Retailers in Distribution Channel – 2 marks Conflict arises between Distributers, Dealers and Retailers – 2 marks How conflict - 2 marks	6				
Q.6	i.	Digital Marketing	2				
	ii.	Differentiate Digital Marketing with Traditional Marketing – 2 marks Cost effectiveness – 4 marks	6				
OR	iii.	E Business model – 2 marks Search Engines are helpful in marketing strategy – 2 marks Effectiveness in change management – 2 marks	6				
Q.7		Read the case given below and answer the questions at the end of the case:	10				
	i.	How can Basant determine that how much the sales representatives know about the product and its applications? – 5 marks					
	ii.	How should he plan to develop the desired degree of expertise among sales people? – 5 marks					
