



Name:			
Enrolment No:			
UNIVERSITY OF PETROLEUM AND ENERGY STUDIES End Semester Examination, December 2022			
Course: Digital Sales and Channel Management		Semester: Third	
Program: MBA-DGB		Time : 03hrs.	
Course Code: DIGM-8002		Max. Marks: 100	
Instructions:			
SECTION A 10Qx2M=20Marks			
S. No.		Marks	CO
Q 1	In the process of personal selling, which step succeeds “need and problem identification”? A. The Opening B. Presentation and demonstrations C. Dealing and doubt resolution D. Negotiations	2	CO1
Q.2	Which among the following explains “Behavioral Theory Equation”? A. Drives B. Cues C. Response D. All of the above	2	CO1
Q.3	Companies like Flipkart, Amazon and Myntra belong to which type of Ecommerce (EC) segment. A. B2B B. B2C C. C2C D. C2B	2	CO1
Q.4	_____ products are sold by retailers with their own branding and logo but the products themselves are manufactured by a third party. A. White label B. Red label C. Green label	2	CO1

	D. Blue label		
Q.5	The term _____ in logistics management means getting information about the status of inventory and the location of inventory carrying vehicles etc by use of some electronic devices. A. Tracking System B. Digital System C. Electronic System D. E – enabled tracking system	2	CO1
Q.6	RFID stands for A. Rapid frequency identification B. Regular frequency identification C. Radio frequency identification D. None of the above	2	CO1
Q.7	Which of the following is not a common unethical practice committed by sales person? A. Giving special gifts and over promising B. Showing favoritism and disclosing confidential information C. Manipulating orders and misrepresenting the facts D. Getting another sales person to help them make a sale in their territory	2	CO1
Q.8	_____ refers to a disagreement between two parties at different levels of the distribution chain A. Horizontal Channel Conflict B. Multi-Channel Conflict C. Vertical Channel Conflict D. All of the above	2	CO1
Q.9	The study of what is right and wrong and what is good or bad is referred to as A. Moral philosophy B. Judicial morphology C. Ethics D. Value analysis	2	CO1
Q.10	How performance appraisal can contribute to a firm's competitive advantage A. Ensure legal compliances B. Minimizing job dissatisfaction and turnover C. Improves performance D. All of the above	2	CO1
SECTION B 4Qx5M= 20 Marks			
Q 11	What Importance personal selling holds for an organization?	5	CO4

Q 12	How sales forecasting helps business in taking accurate timely decisions?	5	CO1
Q 13	What are the conventional channel of distribution?	5	CO2
Q 14	What are the factors taken into consideration while preparing sales budget?	5	CO3
SECTION-C 3Qx10M=30 Marks			
Q 15	What are the ethical and legal aspects to be considered while conducting sales?	10	CO5
Q 16	Explain how digital channel conflicts are addressed and managed?	10	CO3
Q 17	What are automatic identification technologies?	10	CO2
SECTION-D 2Qx15M= 30 Marks			
Q 18	Explain the emergence of digital sales in Indian market and factors which acted as a catalyst in the growth of digital sales. What are the different players in digital sales market?	15	CO2
Q 19	What are the different e-commerce models? Explain the advantages and disadvantages associated with different e commerce models. Explain with suitable examples?	15	CO1