Sub Code:KMBMK01

Paper Id: 270365 **Roll No:** | | | | | | | | | | | | | |

MBA
(SEM-III) THEORY EXAMINATION 2019-20
SALES AND RETAIL MANAGEMENT

Time: 3 Hours ***Total Marks: 100***

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

1. Attempt *all* questions in brief. 2 x 10 = 20

Qno.	Question	Marks	CO
a.	Discuss the sales objective of any organization.	2	1
b.	Differentiate order taker and order getter.	2	1
c.	List the importance of Sales Organization.	2	2
d.	Describe the key sources in internal recruitment.	2	2
e.	Define Sales Budget.	2	3
f.	What are the advantages and disadvantages of Sales Quota?	2	3
g.	Explain visual merchandising.	2	4
h.	Differentiate Supermarket and Hypermarket.	2	4
i.	Illustrate the logistics framework for any retail business.	2	5
j.	Discus the concept of retail communication mix.	2	5

SECTION B

2. Attempt any *three* of the following: 3 x 10 = 30

Qno.	Question	Marks	CO
a.	What is selling? Explain the functions of sales management.	10	1
b.	Explain the various departments of any sales organization with their roles and responsibilities.	10	2
c.	Discuss the concept of Sales Territory. What are the primary bases for establishing sales Territories?	10	3
d.	With the help of an example discuss the concept of "life cycle in retail"	10	4
e.	What do you understand by the term retail image? Does a good retail image necessarily mean a strong brand value?	10	5

SECTION C

3. Attempt any *one* part of the following: 1 x 10 = 10

Qno.	Question	Marks	CO
a.	Describe the nature and characteristics of personal selling with example.	10	1
b.	Explain the process of Personal selling with reference to Insurance Industry	10	1

4. Attempt any *one* part of the following: 1 x 10 = 10

Qno.	Question	Marks	CO
a.	Training is an essential component for a sales team. Discuss.	10	2
b.	What is Sales Organization? Classify its type with examples.	10	2

5. Attempt any *one* part of the following: 1 x 10 = 10

Qno.	Question	Marks	CO
a.	Sales Forecasting is an additional expense to any organization. Comment. Discuss its various types with examples.	10	3
b.	Compensation plays a vital role in motivating the sales team. Justify the	10	3

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6. Attempt any *one* part of the following: 1 x 10 = 10

Qno.	Question	Marks	CO
a.	What are different types of retail formats? Explain the factors influencing retail formats and location.	10	4
b.	What is retail and what is the significance of retail as an industry?	10	4

7. Attempt any *one* part of the following: 1 x 10 = 10

Qno.	Question	Marks	CO
a.	Discuss the various types of retail location. What steps will you take while choosing a retail location for your electronic goods store?	10	5
b.	As a store manager of Big Bazaar, what responsibilities you must possess to have a successful business.	10	5

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