Printed Pages:2
Paper Id: 236727

Sub Code: KMBN MK- 04
Roll No.

MBA
(SEM IV) THEORY EXAMINATION 2022-23
SALES AND RETAIL MANAGEMENT

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

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

SECTION A

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

a. Define salesmanship.
b. What is personal selling?
c. What is non verbal communication in sales?
d. Point out ethics in sales.
e. What is sales quota?
f. Mention the objectives of sales contest.
g. What is retailing?
h. Define supermarkets with suitable examples.
i. What is primary trading area?
j. Define impulse purchase.

SECTION B

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

a. Differentiate between sales and marketing. Do these two really complement each other, Discuss.
b. Explain conflicts and conflict resolution techniques in sales.
c. What is sales force productivity and how it can be enhanced?
d. Elaborate the factors influencing retailing in context of Indian retail markets.
e. State the responsibilities of a store manager in organized retail.

SECTION C

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

a. What is prospecting? Explain the process of prospecting.
b. Discuss different types of sales personnel with their characteristics.

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

a. Discuss bargaining strategies adopted by sales persons to achieve sales.
b. Explain different types of listening skills required by sales persons to make a profitable sales call.

GP23EP1_505 12/08/2023 13:50:54 | 103.210.31.166

https://www.aktuonline.com

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

a. Describe sales territory with its objectives and procedure for setting up sales territory.

b. Explain selection process of sales persons for a capital goods industry and the different types of interviews to be conducted during the process of selection..

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

a. Elaborate strategic retail planning process with reference to Indian markets.

b. Describe various theories of retail development with suitable examples.

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

a. What are the different types of store layouts? Explain the role of good store layout in increasing the sales and image of a retail store.

b. Discuss the importance and role of CRM in modern retailing scenario.

QP23EP1_505 | 21-06-2023 13:50:54 | 103.210.31.166

https://www.aktuonline.com