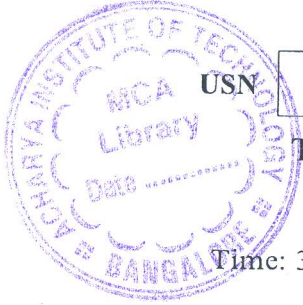


# CBCS SCHEME



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22MBAMM304

## Third Semester MBA Degree Examination, Dec.2023/Jan.2024 Sales and Retail Management

Time: 3 hrs.

Max. Marks: 100

- Note: 1. Answer any FOUR full questions from Q.No.1 to Q.No.7.  
2. Question No. 8 is compulsory.  
3. M : Marks , L: Bloom's level , C: Course outcomes.

			M	L	C
Q.1	a.	What do you mean by Personal selling?	3	L1	CO1
	b.	Interpret various qualities of sales manager.	7	L2	CO1
	c.	Analyze various emerging trends in sales management.	10	L4	CO1
Q.2	a.	Outline the meaning sales territory.	3	L1	CO3
	b.	Explain the important factors which influence the size of the sales territories.	7	L2	CO3
	c.	Explain the types of Sales Quotas.	10	L2	CO3
Q.3	a.	Explain the term sales contests.	3	L2	CO4
	b.	Discuss the factors influencing sales force motivation.	7	L3	CO4
	c.	Describe the types of sales compensation plans.	10	L3	CO4
Q.4	a.	Define Retailing.	3	L1	CO5
	b.	Explain the functions of Retailing.	7	L4	CO5
	c.	Utilize various challenges or problems of Indian Retailing.	10	L5	CO5
Q.5	a.	Define merchandize management.	3	L1	CO7
	b.	Explain the major techniques of visual merchandizing used by retailers.	7	L2	CO7
	c.	Describe the importance and types of store layouts.	10	L3	CO7
Q.6	a.	Outline the meaning retail audit.	3	L1	CO6
	b.	Enumerate the steps involved in Retail Research Process.	7	L3	CO6
	c.	Analyze the steps involved in Retail Audit.	10	L4	CO6
Q.7	a.	Define Sales Management.	3	L1	CO1
	b.	List out the steps of process in sales management.	7	L3	CO1
	c.	Discuss the steps in selling process.	10	L3	CO1

Q.8	<p><b>Case Study:</b></p> <p>An American Company Firefly wants to introduce and sell its new range of Antivirus software in India. In USA, they have an existing market and use a reasonably well known brand. Thus their customers offer goes to IT portals and pay online and download the software. However, since they are unknown in India. Firefly decides to go the traditional channels way. Preloaded software and licenses are made available in DVD format and in placed in attractive cardboard box. Firefly takes out advertisement in popular IT magazines for promoting their products. In these advertisements they also give the names and contact details of distributors they appoint in 20 large Indian cities. After initial sale to the channels, repeat sales didn't take off. When the company enquired, the channels start complaining of low customer awareness and purchase.</p> <p>Questions :</p> <p>a. What do you think in the problem?</p> <p>b. What should Firefly do to solve this problem and increase sales through channels?</p>			
		10	L4	CO4
		10	L4	CO4

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