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MBA
(SEM III) THEORY EXAMINATION 2023-24
SALES AND RETAILS MANAGEMENT

TIME: 3HRS**M.MARKS: 100**

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

SECTION A**1. Attempt all questions in brief.**

Qno.	Question	Marks	CO
a.	What is prospecting?	2	1
b.	Mention the objectives of sales management.	2	1
c.	Point out the major responsibilities of sales person.	2	2
d.	Mention few methods of determining sales force size.	2	2
e.	State different types of compensation plans for sales personnel.	2	3
f.	What is sales budget and its objectives?	2	3
g.	Mention the functions of retailer.	2	4
h.	Define hypermarkets mentioning suitable examples.	2	4
i.	What is secondary trading area?	2	5
j.	Define impulse purchase.	2	5

SECTION B**2. Attempt any three of the following:**

Qno.	Question	Marks	CO
a.	Explain the different success factors in selling. Why good sales people speak less and listen more?	10	1
b.	Design selection process for sales personnel in service provider company.	10	2
c.	What is sales force productivity and how it can be enhanced?	10	3
d.	“Retailing plays important role in the growth of Indian economy”, Discuss.	10	4
e.	Explain the responsibilities of a store manager in organized retail.	10	5

SECTION C**3. Attempt any one part of the following:**

Qno.	Question	Marks	CO
a.	Describe AIDAS theory of selling and how it is used in personal selling?	10	1
b.	Elucidate various objection handling techniques used in personal selling.	10	1

4. Attempt any one part of the following:

Qno.	Question	Marks	CO
a.	Elaborate the need of sales training and development program in sales organization.	10	2
b.	Discuss different types of sales organization and their organization structure.	10	2

5. Attempt any one part of the following:

Qno.	Question	Marks	CO
a.	What is territory? Discuss the objectives and procedure for setting sales territories.	10	3



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b.	Describe sales quota with its objectives and different types of sales quotas.	10	3
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6. Attempt any one part of the following:

Qno.	Question	Marks	CO
a.	Elaborate strategic retail planning process with reference to recent emerging Indian retail markets.	10	4
b.	Do hyper markets and super markets are the future of Indian retailing? Is there enough potential for these? Comment with examples.	10	4

7. Attempt any one part of the following:

Qno.	Question	Marks	CO
a.	What is coding system in retailing? Discuss different types of coding techniques used in retailing with their merits and demerits.	10	5
b.	Evaluate the significance of brand management in retailing and emergence of private level brands.	10	5

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