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MBA
(SEM IV) THEORY EXAMINATION 2023-24
SALES AND RETAIL MANAGEMENT

TIME: 3 HRS

M.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

Q no.	Question	Marks	CO
a.	What are hot and cold prospects?	02	1
b.	Define sales management.	02	1
c.	What are voice clues?	02	2
d.	Mention the ethics in sales.	02	2
e.	State different types of sales organizations.	02	3
f.	What is sales sale force productivity?	02	3
g.	What is primary trading area?	02	4
h.	Define supermarkets with suitable examples.	02	4
i.	Point out the advantages of coding system in retail stores.	02	5
j.	What is Visual Merchandising?	02	5

SECTION B

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

a.	Discuss the characteristics of successful salesman in current market scenario.	10	1
b.	Examine different types of Influencing and assertiveness skills used by sales personnel for achieving sales.	10	2
c.	Evaluate the role and functions of sales person in recent marketing environment.	10	3
d.	Critically examine the role of retailing in enhancing the growth of our country in current market situations.	10	4
e.	Explain the concept of retail branding and differentiate it from product branding.	10	5

SECTION C

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

a.	Explain different types of sales personnels with their characteristics.	10	1
b.	What is prospecting? Describe the process of effective selling in B2B markets.	10	1

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

a.	Discuss different techniques of bargaining and closing sales call successfully.	10	2
b.	Explain the role of non-verbal communication and how this is used in making a affirmative sales call.	10	2

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

a.	What is sales force appraisal? Discuss the methods of sales force appraisal used in sales organizations.	10	3
b.	Discuss various tools adopted by companies to motivate sales personnels.	10	3



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

a.	Explain strategic retail planning process and driving forces of retailing in India.	10	4
b.	Describe different formats of retailing in India with suitable examples.	10	4

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

a.	What is Visual Merchandising? Explain the merchandising planning process.	10	5
b.	Discuss the responsibilities of store managers in organized retailing.	10	5

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