

**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 to 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.

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