Paper ID : 250410

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MBA
(SEM IV) THEORY EXAMINATION 2024-25
SALES AND RETAIL MANAGEMENT

TIME: 3 HRS   M.MARKS: 100

Note: Attempt all Sections. In case of any missing data; choose suitably.

SECTION A

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

Q no.	Question
a.	Define personal selling.
b.	Mention any four characteristics of a successful salesman.
c.	What are the major stages of a sales negotiation process?
d.	Differentiate between negotiation and bargaining.
e.	Write a short note on sales force motivation.
f.	What is the importance of sales forecasting?
g.	Define visual merchandising.
h.	What is Trading Area Analysis in retailing?
i.	Mention any two functions of a store manager.
j.	What is CRM in the context of retailing?

SECTION B

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

a.	Explain the process of effective selling in detail.
b.	Discuss the art of persuasion and ethics in sales.
c.	Describe the structure and functions of a sales organization.
d.	Explain the strategic retail planning process.
e.	Discuss various visual merchandising techniques used in modern retail stores.

SECTION C

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

a.	Describe various types of sales personnel with suitable examples.
b.	Discuss the key traits that make a successful salesperson in the current digital environment.

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

a.	Evaluate various sales force compensation methods. How do they impact motivation?
b.	Analyze the importance and methods of sales quota setting.

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

a.	Examine the challenges in recruitment and selection of sales personnel.
b.	Design a training and development program for newly recruited salespersons in FMCG.

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

a.	Discuss the modern retail formats in India with suitable examples.
b.	Analyze the theories of retail development and their relevance in Indian context.

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

a.	Describe the role and responsibilities of a store manager. How do they ensure store profitability?
b.	Explain the logistics and information systems used in retailing. Why are they critical to retail success?