

**MBA – INTEGRATED
(SEM VII) THEORY EXAMINATION 2022-23
SALES AND RETAILMANAGEMENT**

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) Write the two roles of selling in marketing
- (b) Discuss the sales objective of any organization.
- (c) List the importance of Sales Organization.
- (d) What do you mean by Negotiation
- (e) Define Sales Budget.
- (f) What do you mean by Sales force appraisal
- (g) What is visual merchandising?
- (h) What is Trading Area Analysis
- (i) Illustrate the logistics framework for any retail business.
- (j) Define CRM.

SECTION B

2. Attempt any three of the following:

- (a) Explain the process of sales management?
- (b) Training is an essential component for a sales team. Discuss
- (c) Design and develop a suitable sales forecasting method for automobile industry. Discuss its advantages.
- (d) What is retail and what is the significance of retail as an industry?
- (e) Discuss the various types of retail location. What steps will you take while choosing a retail location for your electronic goods store?

SECTION C

3. Attempt any one part of the following:

- (a) What do you mean by organization for sales management? Explain its need, importance, functions and the essentials of a good structure.
- (b) What are the different characteristics of a successful salesman? Explain.

4. Attempt any one part of the following:

- (a) What is Sales Organization? Classify its type with examples.
- (b) What are the Basic (but Effective) Sales Tips and Techniques

5. Attempt any one part of the following:

- (a) Discuss the concept of Sales Territory. What are the primary bases for establishing sales Territories?
- (b) Compensation plays a vital role in motivating the sales team. Justify the statement.

6. Attempt any *one* part of the following:

- (a) With the help of an example discuss the concept of "life cycle in retail"
- (b) What are different types of retail formats? Explain the factors influencing retail formats and location

7. Attempt any *one* part of the following:

- (a) What do you understand by the term retail image? Does a good retail image necessarily mean a strong brand value?
- (b) Write short notes on the following –
 - I. Types of Layouts
 - II. Responsibilities of Store Manager

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