



Third Semester MBA Degree Examination, June/July 2024
Sales and Retail Management

Max. Marks: 100

- Note: 1. Answer any FOUR full questions from Q.No.1 to Q.No.7.**
2. Question No. 8 is compulsory.
3. M : Marks , L: Bloom's level , C: Course outcomes.

			M	L	C
Q.1	a.	Define Sales Management.	3	L1	CO1
	b.	Discuss the qualities and responsibilities of a sales manager.	7	L3	CO1
	c.	Explain to necessary and important steps in a Personal Selling Process.	10	L3	CO2
Q.2	a.	Write a short note on Sales Quota.	3	L2	CO1
	b.	What are the main procedural steps to design sales Territory?	7	L3	CO2
	c.	Explain the major types of Sales Quota.	10	L4	CO3
Q.3	a.	What is Sales Force Motivation?	3	L2	CO2
	b.	Discuss the Sales force motives to manage the sales market.	7	L3	CO2
	c.	Describe the important steps for the international market selection.	10	L3	CO2
Q.4	a.	Define Multichannel Retailing.	3	L2	CO2
	b.	Debate the important trends in Retailing.	7	L2	CO3
	c.	Explain atleast five major types of Retailers.	10	L2	CO3
Q.5	a.	What is Visual Merchandising?	3	L3	CO1
	b.	Discuss the importance of Retail location Research and Techniques by explaining its types.	7	L4	CO2
	c.	Elucidate the important types of layouts in Retailing.	10	L4	CO2
Q.6	a.	Write a brief note about store layout.	3	L2	CO2
	b.	What are the roles and responsibilities of a store manager?	7	L4	CO2
	c.	Discuss the inclusions of Visual Merchandising.	10	L5	CO1
Q.7	a.	Define Retail Market Research.	3	L2	CO2
	b.	Deliberate the types of Retail Market Research.	7	L2	CO1

	c.	Delineate the important factors involved in international Retailing.	10	L2	CO2
Q.8		<p>Case Study (Compulsory)</p> <p>Asian paints in the first Indian paint company was started before the independence. In 1970, a decade before the Indian space Research Organization or any of the Indian Institutes of Technology has a super computer, a Mumbai based paint company imported India's first one. Paints you see, is not by itself a business where companies can innovate much by the way of Technology. This means that companies by themselves, cannot price the product very differently from their competitors.</p> <p>Asian paints is having to contend with more than just the entry of a new competitor or an increase in crude prices. In its annual report released recently not only the inflation been the steepest in the last four decades but it had also been facing supply side constraints. Asian paints had launched various products in the market, and increased its service like home painting by expert, consultancy, and quality assurance etc., The Forbes report notes that over last three years, dealers estimate that Asian paint would have gained a 20% share of the organized market. Asian paint would hope that it would build upon such forward integrative synergies that they would work for, if they fail, the picture the ensuring scenario might paint for the company, will not be pretty.</p> <p>Questions :</p>			
	a.	For the above essay identify what are the major strength of the company.	5	L4	CO2
	b.	List out the important reasons of the company to enter into different business.	5	L3	CO2
	c.	If you are the sales manager, How would you tackle the competition by creating proper strategies?	5	L4	CO2
	d.	If you are assigned with responsibility the manage the market, how would you connect or build relations between Sales and Retailing.	5	L3	CO2

CMRIT LIBRARY