



**Third Semester MBA Degree Examination, Dec.2024/Jan.2025**  
**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.	State the meaning of Sales Management.	3	L2	CO1
	b.	Outline the process in Personal selling. With an example.	7	L3	CO2
	c.	Write a note of handling customer objectives. What do you understand by follow – up actions?	10	L4	CO2
Q.2	a.	What do you understand by sales quota?	3	L2	CO1
	b.	Classify various types of Sales Force Training.	7	L4	CO2
	c.	What are the types of sales quota? Explain the methods of setting sales quota.	10	L5	CO2
Q.3	a.	Recall the meaning of International Sales Management.	3	L2	CO1
	b.	Identify various methods of Sales Force Motivation.	7	L3	CO1
	c.	Elaborate the types of compensation plans in detail.	10	L4	CO2
Q.4	a.	What is Multichannel Retailing?	3	L2	CO1
	b.	Illustrate various roles in retailing.	7	L3	CO2
	c.	Discuss the types of retails format in detail, with an example.	10	L4	CO2
Q.5	a.	Recall the meaning of Retail Space Planning.	3	L2	CO1
	b.	Develop the importance of store layout.	7	L4	CO2
	c.	What is Visual Merchandising? Interpret various techniques of visual merchandising.	10	L3	CO2

Q.6	a.	Write a note on Customer Audit.	3	L2	CO1
	b.	Analyze Brand Management in Retailing. What are the types of store brands in retailing?	7	L4	CO2
	c.	What do you understand by Relationship Marketing in retailing? Also state the role of relationship marketing in retailing.	10	L3	CO3
Q.7	a.	State the meaning of Sales Territory.	3	L2	CO1
	b.	Construct Standard Sales Management process in retailing.	7	L3	CO2
	c.	What are the responsibilities of Store Manager? Elaborate the problems at retail centres.	10	L4	CO2
Q.8	<p><b><u>CASE STUDY :</u></b></p> <p style="text-align: center;"><b><u>Shoppers Stop</u></b></p> <p>Shoppers stop is one of the first retail chains started in India in 1991 by the Raheja Group. It now boasts of 27 Retail outlets across the Country and is one of India's largest retail chains, having expanded from apparel and accessories to home furnishings and books under the home stop and Crossword brands. Other brands under the shoppers stop umbrella are Mother Care , Desi Café , Brio , Nuance , Arcelia , Timezone and Hypercity.</p> <p>Executives at the Shoppers Stop Group noticed their sales falling into the 80 : 20 pattern with loyalty. Card customers despite being only 15% of the base contributing over 70% of the Revenues of Shoppers Stop. The Group realized that since they have data on loyalty card holders, if they could understand who the customer really is, what she buys , when she buys and why, they may be able to fine tune their offerings to provide their customer a better experience and increase their share of wallet.</p> <p><b>Questions :</b></p>				
	a.	Suggest possible solutions adopted by Shoppers Stop in order to overcome the challenge faced above.	10	L4	CO2
	b.	Describe the pros and cons of having loyalty programs in modern format retail.	10	L4	CO3

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