



**Third Semester MBA Degree Examination, June/July 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. | Define Sales Management.   | 3  | L1 | CO1 |
|     | b. | Explain briefly selling skills.  | 7  | L3 | CO2 |
|     | c. | Discuss briefly various responsibilities of sales manager.   | 10 | L2 | CO3 |
| Q.2 | a. | State the meaning of sales territory.  | 3  | L3 | CO3 |
|     | b. | Explain briefly types of sales force training.   | 7  | L2 | CO2 |
|     | c. | Explain types of sales quotas.   | 10 | L3 | CO3 |
| Q.3 | a. | What do you mean by compensation?  | 3  | L3 | CO2 |
|     | b. | Explain types of compensation plans.   | 7  | L2 | CO2 |
|     | c. | Discuss briefly standard sales management process.   | 10 | L2 | CO4 |
| Q.4 | a. | Define Retailing.  | 3  | L1 | CO5 |
|     | b. | Explain significance of market survey approach.  | 7  | L5 | CO4 |
|     | c. | Discuss briefly emergence of organizations in retailing.   | 10 | L1 | CO5 |
| Q.5 | a. | Define Space Planning.   | 3  | L1 | CO5 |
|     | b. | Explain problems / challenges of Indian retailing.   | 7  | L1 | CO5 |
|     | c. | Discuss briefly visual merchandising techniques.   | 10 | L2 | CO7 |
| Q.6 | a. | What do you understand by relationship marketing?  | 3  | L1 | CO4 |
|     | b. | Explain types of store layout.   | 7  | L1 | CO5 |
|     | c. | What do you mean by internationalization of retailing? Explain briefly evolution of international retailing. | 10 | L5 | CO6 |
| Q.7 | a. | Define retail research in retailing.   | 3  | L1 | CO6 |
|     | b. | Explain briefly the areas of research in retailing.  | 7  | L5 | CO6 |
|     | c. | Discuss briefly issues in international retailing.   | 10 | L1 | CO5 |

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|------------|--|----|----|-----|
| <b>Q.8</b> | <p>Case Study :</p> <p>McDonald's serves 45 million customers everyday in 28000 restaurants in 120 countries. Interbrand puts a value of \$25 billion on McDonald's brand. Its logo of golden Arches is most widely recognized symbol. McDonald's came to India five years ago (1996). It has friendly, informal hassle-free ambience and is conducive to fun making for the kids. McDonald's in its advertising in India targets the Indian father, a decision-maker in his own right. Its new positioning is that caring dads take the families to McDonald's to have a great time. It is a welcome and affordable family restaurant committed to values of quality, fun and excitement. It wants to strike an emotional bond with the family. It has the latest food processing technology and supply chain in place. It is aiming to set-up a chain of 80 restaurants by 2003. It has currently 30 restaurants most of which are in Mumbai and Delhi and one each in Pune, Jaipur and Mathura. It wants to register its presence in south. By 2005, it wants atleast 100 restaurants. It wants the consumers to the concept of drive-through restaurant. It wants do setup such restaurants on highways, including one on Mumbai-Pune highway. It wants to be price competitive by setting-up more outlets. It evaluates Indian food habits and introduces innovative new products. Product launches happen every year, but menu vision is outlined every three year.</p> <p style="text-align: right;"><b>CMRIT LIBRARY</b><br/>BANGALORE - 560 037</p> |    |    |     |
|            | <p>Questions:</p> <p><b>a.</b> Comment on McDonald's retailing styles.</p>   | 10 | L5 | CO6 |
|            | <p><b>b.</b> Explain food merchandise retail structure of McDonald's.</p>  | 10 | L5 | CO6 |