

# CBCS SCHEME

USN

MBAMM314



## Third Semester MBA Degree Examination, Dec.2025/Jan.2026 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
<b>Q.1</b>	a.	Define Personal Selling.	3	L1	CO1
	b.	Describe the recruitment and selection process of Sales Force.	7	L3	CO2
	c.	Discuss Internationalization of Retailing and the major issues faced by retailers entering global markets.	10	L5	CO6
<b>Q.2</b>	a.	What is a Sales Territory?	3	L1	CO3
	b.	Explain the motives for International Retailing.	7	L3	CO6
	c.	Explain Store Layout and Space Planning with suitable illustrations.	10	L4	CO7
<b>Q.3</b>	a.	Define Sales Force Motivation.	3	L1	CO4
	b.	Discuss the role of Visual Merchandising in enhancing store appeal.	7	L3	CO7
	c.	Analyze the emerging trends in Retailing and their implications for the Indian retail sector.	10	L4	CO5
<b>Q.4</b>	a.	What do you mean by Retailing?	3	L1	CO5
	b.	Explain the types of Retailers with examples.	7	L2	CO5
	c.	Explain the Selling Process in detail and discuss its relevance in modern sales operations.	10	L4	CO1
<b>Q.5</b>	a.	State any three objectives of good store design.	3	L2	CO7
	b.	Explain the factors influencing Sales Force Motivation.	7	L3	CO4
	c.	Evaluate the methods of designing Sales Territories and their importance in sales management.	10	L5	CO3

Q.6	a.	Define Relationship Marketing.	3	L1	CO6
	b.	Explain the procedure involved in setting Sales Quotas.	7	L3	CO3
	c.	Evaluate the importance of Supply Chain Management and Logistics in modern retailing.	10	L5	CO7
Q.7	a.	List the steps in the Selling Process.	3	L2	CO1
	b.	Discuss the qualities and responsibilities of a Sales Manager.	7	L3	CO1
	c.	Discuss the Compensation Plans for sales force and evaluate their impact on performance.	10	L5	CO4
Q.8	<p><b><u>CASE STUDY : (Compulsory Question) :</u></b></p> <p>Rare Rabbit, part of <i>The House of Rare</i>, was launched in 2015 as a premium menswear brand offering sophisticated and design-driven apparel targeted at urban, fashion-conscious consumers. Founded by the Poddar family, the brand positioned itself uniquely—between fast-fashion labels and international luxury brands—by emphasizing craftsmanship, bold styling, and attention to detail. In its early years, Rare Rabbit relied heavily on personal selling in its exclusive outlets, where trained style advisors engaged customers, handled objections, and created a customized shopping experience.</p> <p>To strengthen market penetration, the company developed a structured salesforce, assigning sales territories based on city clusters and mall locations. Recruitment focused on hiring individuals with strong interpersonal skills, while the sales team underwent regular training in styling, customer handling, and cross-selling techniques. To motivate its sales personnel, Rare Rabbit implemented a blended compensation plan combining fixed pay, incentives, and performance-based rewards.</p> <p>With growing demand, Rare Rabbit expanded rapidly across India through multichannel retailing—exclusive brand stores, large-format retail, and a strong online presence. Its stores are known for minimalistic interiors, premium lighting, curated product displays, and effective visual merchandising, all contributing to high conversion rates. The brand also invested in supply chain efficiency, ensuring fast replenishment and reducing inventory losses.</p> <p>To maintain customer loyalty, Rare Rabbit adopted relationship marketing through personalized recommendations, CRM-driven loyalty programs, and targeted digital communication. As part of its long-term strategy, the brand conducts continuous retail research to study consumer preferences, store performance, and emerging fashion trends. Rare Rabbit is now exploring international expansion, driven by rising global interest in Indian fashion labels and premium menswear.</p>				

Questions :				
a.	Explain the selling skills and personal selling strategies used by Rare Rabbit to enhance customer experience in its early retail operations.	5	L3	CO1
b.	Analyze how sales territory design, recruitment, and training contributed to the effectiveness of Rare Rabbit's sales force.	5	L4	CO3
c.	Evaluate Rare Rabbit's retail formats, store layout, and visual merchandising techniques in strengthening its brand identity.	5	L5	CO5
d.	Discuss the role of relationship marketing and retail research in Rare Rabbit's customer retention and potential international expansion.	5	L4	CO6
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