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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA

SEM: IV - THEORY EXAMINATION (2023 - 2024)

Subject: Sales & Retail Management

Time: 3 Hours

Max. Marks: 100

General Instructions:

IMP: Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of **three Sections -A, B, & C**. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.
2. Maximum marks for each question are indicated on right -hand side of each question.
3. Illustrate your answers with neat sketches wherever necessary.
4. Assume suitable data if necessary.
5. Preferably, write the answers in sequential order.
6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION-A

20

1. Attempt all parts:-

- 1-a. Sales management achieves personal selling objectives through (CO1) 1
- (a) Personal selling strategy
 - (b) Interpersonal selling strategy
 - (c) Selling strategy
 - (d) None of the above
- 1-b.is the fundamental guiding principle of sales management. (CO1) 1
- (a) Customer delight
 - (b) Customer orientation
 - (c) Client satisfaction
 - (d) None of the above
- 1-c. Companies engage in sales training to_____ (CO2) 1
- (a) increase absenteeism and turnover
 - (b) increase selling costs
 - (c) decrease sales volume
 - (d) change or reinforce behavior that makes salespeople more efficient.
- 1-d. . If a company chooses to employ its own sales force, the three organizational structures it may use are____. (CO2) 1
- (a) Dollar volume, geography, and customer.

- (b) Geography, customer, and product.
- (c) Geography, market size, and product.
- (d) Market size, product, and customer.
- 1-e. _____ indicates as to how much of a particular product is likely to be sold in a specified future period in a specified market at specified price. (CO3) 1
- (a) sales analysis
- (b) sales quota
- (c) sales budget
- (d) sales forecasting
- 1-f. The most frequently used type of compensation plan is a _____. (CO3) 1
- (a) Straight salary compensation plan.
- (b) Straight commission compensation plan.
- (c) Combination compensation plan.
- (d) Weighted compensation plan.
- 1-g. In a ____, a retailer sells to consumers through multiple retail formats, such as websites, physical stores. (CO4) 1
- (a) Multi-channel retailing
- (b) Retail management
- (c) Counter selling
- (d) Retail strategy
- 1-h. Retail business generates an enormous amount of information that would be very valuable if one could _____. (CO4) 1
- (a) Collect it quickly, reliably, and efficiently
- (b) Analyze it to make sense of the past and plan future decisions
- (c) Distribute it to the right people in your organization so they can act on it
- (d) All of the above
- 1-i. A growth strategy in which business offers a new retail format with some sort of new retail mix to the same target market _____. (CO5) 1
- (a) Market penetration
- (b) market expansion
- (c) Retail format development
- (d) Diversification
- 1-j. Store security relates to _____. (CO5) 1
- (a) personal security
- (b) merchandise security.
- (c) both a & b.
- (d) none of these.

2. Attempt all parts:-

| | | |
|------|--|---|
| 2.a. | Define sales. (CO1) | 2 |
| 2.b. | Define sales organisation. (CO2) | 2 |
| 2.c. | Highlight the characteristics of a good compensation plan. (CO3) | 2 |
| 2.d. | Describe any two functions of retailing. (CO4) | 2 |
| 2.e. | Give a brief account on market penetration as a growth strategy in retail. (CO5) | 2 |

SECTION-B

30

3. Answer any five of the following:-

| | | |
|------|---|---|
| 3-a. | Differentiate between marketing and selling. (CO1) | 6 |
| 3-b. | Sales management is characterised as a goal oriented, systematic and continuous process. Discuss. (CO1) | 6 |
| 3-c. | Explain the line and staff functions of salespersons in detail. (CO2) | 6 |
| 3-d. | Discuss the problem areas in recruitment of salespersons. (CO2) | 6 |
| 3.e. | Discuss the importance of remunerating salesmen. (CO3) | 6 |
| 3.f. | Explain the economic functions of retailers. (CO4) | 6 |
| 3.g. | Elaborate the basis of deciding the location of a retail store. (CO5) | 6 |

SECTION-C

50

4. Answer any one of the following:-

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|------|--|----|
| 4-a. | Discuss the role of selling in marketing with the help of suitable examples. (CO1) | 10 |
| 4-b. | Explain the various types of order producers with suitable examples. (CO1) | 10 |

5. Answer any one of the following:-

| | | |
|------|---|----|
| 5-a. | Describe the concept of sales organisation and give its characteristics. (CO2) | 10 |
| 5-b. | Explain the external sources of recruitment of sales persons. Give the advantages and disadvantages of recruiting salesmen from external sources. (CO2) | 10 |

6. Answer any one of the following:-

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|------|--|----|
| 6-a. | "Sales is considered as a tedious task". Highlight the need for sales force motivation in the light of this statement. (CO3) | 10 |
| 6-b. | Give the meaning and importance of sales forecasting. (CO3) | 10 |

7. Answer any one of the following:-

| | | |
|------|---|----|
| 7-a. | "Retail contributes a great deal to the economy of a country." Explain the economic significance of retailing in India. (CO4) | 10 |
| 7-b. | Identify the trends and the factors leading to the growth of retail in India retailing. (CO4) | 10 |

8. Answer any one of the following:-

| | | |
|------|--|----|
| 8-a. | Explain the strategic retail process in detail. (CO5) | 10 |
| 8-b. | Explain the factors which affect the decision for a retail location. Give examples for the same. (CO5) | 10 |