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Third Semester MBA Degree Examination, December 2012
Sales and Retail Management

Time: 3 hrs.

Max. Marks: 100

Note: 1. Answer FOUR full questions from Q1 to Q7.
2. Q8 is compulsory.

- 1
 - a. What is personal selling? (03 Marks)
 - b. What are the skills required to be an effective sales person? Briefly describe. (07 Marks)
 - c. Explain the different sales organization structures, with suitable examples. (10 Marks)

- 2
 - a. What is prospecting? (03 Marks)
 - b. Discuss the steps involved in the selling process. (07 Marks)
 - c. How will you make an effective sales presentation? Explain the techniques of handling customer objections. (10 Marks)

- 3
 - a. Explain the different types of sales quotas. (03 Marks)
 - b. As a sales manager of a FMCG company, how will you design the sales territory? (07 Marks)
 - c. What are the steps involved in the selection of a sales person? Illustrate various training methods that are suitable for sales force of insurance services. (10 Marks)

- 4
 - a. What are the factors affecting sales force motivation? (03 Marks)
 - b. Explain the process involved in motivating sales force. (07 Marks)
 - c. How will you evaluate the performance of sales executives? Explain with suitable examples. (10 Marks)

- 5
 - a. What are the characteristics of retailing? (03 Marks)
 - b. Illustrate different types of retail locations. (07 Marks)
 - c. Explain the factors affecting retail layout design. And discuss the various retail layout patterns. (10 Marks)

- 6
 - a. What is merchandise management? (03 Marks)
 - b. What are the criteria for the selection of a supplier? Briefly explain. (07 Marks)
 - c. What are the criteria for effective retail market segmentation? Explain the different dimensions of retail market segmentation, with examples. (10 Marks)

- 7
 - a. What is retail audit? (03 Marks)
 - b. What are the different pricing strategies adopted by retailers? Explain with suitable examples. (07 Marks)
 - c. Describe the CRM strategies used in retail industry. Differentiate relationship marketing and transactional marketing. (10 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
 2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, will be treated as malpractice.

8 Case Study

Surf has, for years, made laundry bleach for Indian families. It accounts for 52% market share in liquid bleach and 61% in powdered bleach. Its revenue was approximately Rs. 300 million out of a total corporate revenue of Rs. 900 million. Over the years, the company diversified its operations into other household products including liquid plumber, drain cleaner, pre wash products etc, still, its future is tied to the laundry room as its bleach accounts for half its profits. In response to a stiff competition from an equally established competitors in the field of bleach market, surf put its own new bleach named “whole”. It is aimed at the gap between powders which are weaker but safer for fabrics and harsher liquids.

Surf’s product is not viewed by analysts as a major technological leap forward. But the competitor’s bleach is made by a different formulation which is said to be effective at low water temperatures used in many washing machines at Indian households.

Questions :

- a. Is Surf’s defensive strategy enough to meet the challenges from its competitors? **(05 Marks)**
- b. Compare and contrast the sales strategies of surf with existing products and new launched products. **(05 Marks)**
- c. What other steps should surf take so as not to lose the retail market share of laundry bleach? **(05 Marks)**
- d. Should Surf adopt product diversification strategy to ensure sustained growth? **(05 Marks)**

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