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12MBAMM312

Third Semester MBA Degree Examination, Dec. 2013 / Jan. 2014
Sales and Retail Management

Time: 3 hrs.

Max. Marks:100

Note: 1. Answer any THREE questions, from Q.No.1 to Q.No.6.
2. Q.No. 7 and 8 are compulsory.

1. a. What do you mean by personal selling? (03 Marks)
b. What are the sales organization challenges? (07 Marks)
c. Illustrate with suitable example the process of selling. (10 Marks)
2. a. List out the factors influencing sales organization structure. (03 Marks)
b. What are the emerging trends in sales management? (07 Marks)
c. What are four step for H.R professionals in designing sales training. Take your own choice of company and explain. (10 Marks)
3. a. What are the characteristics which determine the nature of the sales job? (03 Marks)
b. Explain the principles of sales organization and identify the problem due to lack of co-ordination to sales department. (07 Marks)
c. Narrate the factors that we have to consider for setting of sales quotes. (10 Marks)
4. a. Explain the important motivational factors to motivate sales force. (05 Marks)
b. What are the functions of retailers? (05 Marks)
c. Discuss the factors that has led to the growth and consolidations of retailing in India. (10 Marks)
5. a. Apply concept of retail mix to :
i) Discount stores ii) Department stores iii) Service retailers. (05 Marks)
b. Discuss the important component of visual merchandising planning. (05 Marks)
c. "Sales display has acquired a place of significance in modern retailing". Do you agree with the statement? Justify your answer. (10 Marks)
6. a. Is Foreign Direct investment in retail sector is good for India? Justify your answer. (10 Marks)
b. What are the factors which play a significant role in the locational choice of a particular store in a particular city? (10 Marks)
7. a. Discuss the role of technology in retailing by listing the various hardware and software tool used in retailing. (05 Marks)
b. Do you think the selection method would differ in the following cases :
i) Sales persons for a manufactures of break fast cereal.
ii) Sales persons for a manufacture of office furniture and equipment. (05 Marks)
c. You have been appointed as a sales manager and assigned the task to 3 – D television to a chain of hotels. Develop a presentation strategy to sell the same. (05 Marks)
d. Illustrate with diagram the procedure for evaluating sales people. (05 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 :

As a sales manager of Volvo a new company manufacturing and marketing aluminium extruded products, such as doors, windows, partition aluminium etc is targeting both the household and institution in the domestic market.

The factory is located in Karnataka. Having discussed and decided with the CEO, to initially focus sales and distribution efforts in southern region, consisting of Karnataka ; Tamilnadu , Andra Pradesh and Kerala, you have been assigned the crucial task of designing the sales territories to optimally cover the above said four southern states.

Questions :

- a. How would you go about your task in designing the sales territories? (05 Marks)
- b. What major criteria would you keep in mind in assigning sales persons to different territories? (05 Marks)
- c. Discuss some of the non – financial motivator that you can use for motivating the sales force. (10 Marks)
