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**Third Semester MBA Degree Examination, Dec.2014/Jan.2015**  
**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. Question No. 7 and 8 are compulsory.**

1.
  - a. What do you understand by sales territory? (03 Marks)
  - b. Briefly explain the nature of motivation. (07 Marks)
  - c. What is Compensation? What are the various types of compensation? (10 Marks)
2.
  - a. What is Retail? (03 Marks)
  - b. Explain the methods of setting sales quota. (07 Marks)
  - c. Bring out the important qualities of a sales manager. (10 Marks)
3.
  - a. What is meant by Merchandising? (03 Marks)
  - b. What are the major responsibilities of a sales manager? (07 Marks)
  - c. Explain the steps taken in the recruitment and selection of sales force. (10 Marks)
4.
  - a. Mention the various types of selling. (05 Marks)
  - b. What are the various selling and buying styles? (05 Marks)
  - c. Explain the types of training and training methods. (10 Marks)
5.
  - a. What is meant by a Department Store? (05 Marks)
  - b. Explain briefly the retail pricing strategies. (05 Marks)
  - c. Explain the process and importance of research in retailing. (10 Marks)
6.
  - a. Bring out the important features of relationship marketing in the retailing context. (10 Marks)
  - b. Explain the various types of retail formats. What are their unique features? (10 Marks)
7.
  - a. Does buying behavior depend on the personality of the individual doing the buying or the one doing the selling? (05 Marks)
  - b. How does a retailer recover losses when a customer defaults in payment? Does he make up for it by increasing his prices to other customers? (05 Marks)
  - c. How can a sales person succeed in his profession? (05 Marks)
  - d. Where would you like to purchase certain goods like groceries, vegetables, pens etc – from the road side vendor or a regular shop? Give reasons. (05 Marks)

**8. CASE STUDY :**

The Global Retailing Scene

The retail globally is well organized and in most countries is controlled by major companies. It is estimated that the global business in retail is worth US \$ 6.6 trillion, most of which in the developed world is organized retail. In the developing countries retail trade is mostly unorganized.

The size of the retail market varies from \$ 2325 billion in the US to \$ 180 billion in India. Of this, the share of organized retail is 85% in the US and about 5% in India. China has 20% and Taiwan 80%.

The retail sector is considered as part of the service sector and in countries where organized retail is strong, the contribution of the service sector to the GDP is very high. At the same time, the employment potential of the retail sector is very high. (It is estimated that 2 million retail outlets in the US employ about 22 million people). One can deduce from this the role played by the retail sector in the growth of any economy of any country. Globally organized retail is becoming powerful over its suppliers, and producers of goods are taking actions to protect their turf.

**Questions :**

- a. Can large retail chains become distributors for FMCG companies? (05 Marks)
- b. How can a store enlarge its trading area? (05 Marks)
- c. What are some of the initiatives which have been taken in retail for rural markets? (05 Marks)
- d. What are the factors to be considered for effective management of retail chain? (05 Marks)

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