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**NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA**

(An Autonomous Institute Affiliated to AKTU, Lucknow)

**MBA**

**SEM: IV - THEORY EXAMINATION (2024 - 2025 )**

**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. Reduce buyer concerns that might have arisen after the sale, reveal problems, assure buyer of salesperson's interest, ensure customer satisfaction and repeat business is called \_\_\_\_\_. (CO1,K1) 1
- (a) Approach
- (b) Follow- up
- (c) Closing
- (d) Pre-approach
- 1-b. While developing \_\_\_\_\_ salesperson must know about the characteristics desired of the salespeople by buyers. (CO1, K1) 1
- (a) Presentation skills
- (b) Selling skills
- (c) Personal selling skills
- (d) Marketing skills
- 1-c. Many firms use environmental scanning to assess their external environment. Environmental scanning should be used to. (CO2,K2) 1
- (a) Respond to current crises
- (b) Identify future threats and opportunities
- (c) Determine personnel performance
- (d) Allocate financial resources

- 1-d. Providing assistance for warehousing In charge is a \_\_\_\_\_ function of a salesperson. (CO2, K2) 1
- (a) Line function
  - (b) staff function
  - (c) line and staff function
  - (d) all of the above
- 1-e. When commission is combined with a base salary it is known as..... (CO3,K2) 1
- (a) Commission based compensation plans
  - (b) Straight salary compensation plan
  - (c) Territory volume compensation plans
  - (d) Profit margin/ revenue based sales compensation plans
- 1-f. Analysis of sales records and reports is a method of \_\_\_\_\_ for salesmen. (CO3,K2) 1
- (a) sales quota
  - (b) sales budget
  - (c) performance appraisal
  - (d) ratio analysis
- 1-g. A trading entity such as a marketing tool or method, a product or group of products, or simply a trade brand is called \_\_\_\_\_. (CO4,K1) 1
- (a) Franchise
  - (b) Franchisee
  - (c) Franchisor
  - (d) chain store
- 1-h. E-tailing refers to \_\_\_\_\_. (CO4,K1) 1
- (a) sale of electronic items in a store.
  - (b) catalog shopping.
  - (c) music store.
  - (d) retailing shopping using the internet
- 1-i. \_\_\_\_\_ layout is used in malls and departmental stores. (CO5,K1) 1
- (a) grid
  - (b) free flow
  - (c) spine
  - (d) loop
- 1-j. \_\_\_\_\_ layout is the layout in which fixtures and merchandise are grouped into free-flowing patterns on the sales floor. (CO5,K1) 1
- (a) Grid
  - (b) Free flow

(c) Spine

(d) Loop

2. Attempt all parts:-

- |      |   |   |
|------|---|---|
| 2.a. | Give two disadvantages of personal selling. (CO1,K1)  | 2 |
| 2.b. | Give the relevance of using case studies in sale training. (CO2,K1)                             | 2 |
| 2.c. | Define a sales budget. (CO3,K1)   | 2 |
| 2.d. | Explain how joint ventures help in expansion of retail. (CO4,K2)                                | 2 |
| 2.e. | Explain how decision relating to location of a retail business is a major cost factor. (CO5,K2) | 2 |

**SECTION-B**

30

3. Answer any five of the following:-

- |      |   |   |
|------|---|---|
| 3-a. | Differentiate between merchandising and dealer servicing salesmen giving suitable examples. (CO1, K4)               | 6 |
| 3-b. | Differentiate among selling, salesmanship and sales management on the basis of reach, coverage and scope. (CO1, K4) | 6 |
| 3-c. | Discuss the importance of sales training to an organisation. (CO2, K2)  | 6 |
| 3-d. | Discuss customer form of sales organisation diagrammatically. (CO2, K2)   | 6 |
| 3.e. | Elaborate the limitations of sales forecasting. (CO3, K2)   | 6 |
| 3.f. | Differentiate between traditional and modern retail in India. (CO4, K4)   | 6 |
| 3.g. | Describe the suitability of a solitary site and its advantages. (CO5, K2)   | 6 |

**SECTION-C**

50

4. Answer any one of the following:-

- |      |  |    |
|------|--|----|
| 4-a. | Give the advantages and disadvantages of personal selling. (CO1, K1)   | 10 |
| 4-b. | “If a product is good, it would automatically create its place in the market”. Explain this statement highlighting the role of personal selling in society. (CO1,K2) | 10 |

5. Answer any one of the following:-

- |      |  |    |
|------|--|----|
| 5-a. | Explain product and area basis of structuring a sales organisation. Give suitable examples for the same. (CO2, K2) | 10 |
| 5-b. | Discuss the functions of salespersons in detail. (CO2, K2)   | 10 |

6. Answer any one of the following:-

- |      |   |    |
|------|---|----|
| 6-a. | Elaborate the various methods of compensating salesmen. (CO3, K2)           | 10 |
| 6-b. | Prepare a sales budget for a start up selling organic food items. (CO3, K6) | 10 |

7. Answer any one of the following:-

- |      |   |    |
|------|---|----|
| 7-a. | Explain in detail the characteristics of service retailing. Is it different from product retailing? Explain giving suitable examples. (CO4,K2)        | 10 |
| 7-b. | You are to open a store in your locality to sell food. Discuss the kind of retail format you would choose? Give justification for the same. (CO4, K5) | 10 |

8. Answer any one of the following:-

- |      |  |    |
|------|--|----|
| 8-a. | You are the floor manager in Big Bazaar. Discuss the points you need to keep in mind while allocating the space to various products. (CO5, K3) | 10 |
| 8-b. | Write down a lucid note on classification of retailing. (CO5,K2)   | 10 |

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