

Printed Page:-

Subject Code:- AMBAMK0411

Roll. No:

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA

SEM: IV - THEORY EXAMINATION (2022-2023)

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. Asking referrals from the customers, reward proper scouting, identifying good leads from bad ones is _____ step of personal marketing.(CO1) 1
- (a) Approach
- (b) Handling objections
- (c) Pre-approach
- (d) Prospecting and qualifying
- 1-b. The AIDAS stands for _____, Desire and action. (CO1) 1
- (a) Attention, Involvement
- (b) Attention, Interest
- (c) Alertness, Interest
- (d) Awareness, Involvement
- 1-c. _____ is not a part of job description. (CO2) 1
- (a) job title
- (b) employee characteristics

- (c) job duties
- (d) Job summary
- 1-d. _____ organization is divided and classified on the basis of the functions performed. (CO2) 1
- (a) Committee sales organisation
- (b) line sales organisation
- (c) function based sales organisation
- (d) combined sales organisation
- 1-e. Appraisal of salesmen on the basis of their traits is known as _____. (CO3) 1
- (a) Personal observation
- (b) customer opinion
- (c) merit rating
- (d) ratio analysis
- 1-f. Monetary compensation includes: (CO3) 1
- (a) Commission
- (b) Merchandise
- (c) status and recognition
- (d) award
- 1-g. Retailing creates _____. (CO4) 1
- (a) time utility
- (b) place utility
- (c) form utility
- (d) all of these
- 1-h. A traditional format that sell 20-80 percent of groceries and other consumable product at discounted prices. (CO4) 1
- (a) Dollar Store
- (b) Discounted stores
- (c) Chain store
- (d) off price store
- 1-i. _____ layout is followed mainly in luxury retail or fashion stores. (CO5) 1
- (a) grid
- (b) free flow
- (c) spine

- (d) loop
- 1-j. A visual communications program includes all except: (CO5) 1
- (a) Store name and logo.
 - (b) institutional signage.
 - (c) lifestyles graphics
 - (d) television advertising

2. Attempt all parts:-

- 2.a. Define salesmanship. (CO1) 2
- 2.b. Describe role of conferences in sales raining. (CO2) 2
- 2.c. Explain straight salary method of compensating salesmen. (CO3) 2
- 2.d. Describe the significance of modernization of supply chain in supporting the retailing scenario. (CO4) 2
- 2.e. Define planned shopping areas. (CO5) 2

SECTION B

30

3. Answer any five of the following:-

- 3-a. Discuss the importance of personal selling in increasing market share and reducing sales costs. (CO1) 6
- 3-b. Discuss the ways through which salesmen secure channel members co-operation in stocking as well as selling. (CO1) 6
- 3-c. According to you, discuss the most effective method of training a group salesmen. (CO2) 6
- 3-d. Give the advantages and disadvantages of product form of organisation. (CO2) 6
- 3.e. Discuss the advantages and disadvantages of sales territories management. (CO3) 6
- 3.f. Explain the characteristics of speciality stores with suitable examples. (CO4) 6
- 3.g. Discuss growth strategies relating market expansion and diversification in retail. (CO5) 6

SECTION C

50

4. Answer any one of the following:-

- 4-a. Discuss in detail the advantages and disadvantages of personal selling. (CO1) 10
- 4-b. Discuss the importance of handling objections and closing a deal. (CO1) 10

5. Answer any one of the following:-

- 5-a. A sales person's task is very critical and tedious. Do you agree? Discuss the 10

complexities involve in selection of salesmen. (CO2)

- 5-b. Elucidate the various sources of sales training highlighting their advantages and disadvantages. (CO2) 10

6. Answer any one of the following:-

- 6-a. Discuss any two methods of sales forecasting with their relative advantages and disadvantages. (CO3) 10
- 6-b. Explain components of compensation would you suggest for the following and why ?(i).A young bachelor selling computer software to organisations. (ii).A married senior salesperson with grown - up children, selling consumer durables. (CO3) 10

7. Answer any one of the following:-

- 7-a. Explain the emerging trends in Indian retail scenario. (CO4) 10
- 7-b. A group of farmers wish to start a retail store. Explain the format you would choose and give reasons for your choice. (CO4) 10

8. Answer any one of the following:-

- 8-a. Explain the strategic retail process in detail. (CO5) 10
- 8-b. As a visual merchandiser, Describe your role in designing a designer clothing store. Explain. (CO5) 10