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## NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

M.B.A.

SEM: IV - THEORY EXAMINATION (2021 - 2022)

Subject: Sales &amp; Retail Management

Time: 3 Hours

Max. Marks: 100

## General Instructions:

1. The question paper comprises three sections, A, B, and C. You are expected to answer them as directed.
2. Section A - Question No- 1 is 1 mark each & Question No- 2 carries 2 mark each.
3. Section B - Question No-3 is based on external choice carrying 6 marks each.
4. Section C - Questions No. 4-8 are within unit choice questions carrying 10 marks each.
5. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

## SECTION A

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## 1. Attempt all parts:-

- 1-a. \_\_\_\_\_ is the next step after “negotiation” in personal selling process. (CO1) 1
- (a) need and problem identification
  - (b) closing the sale
  - (c) dealing with objectives
  - (d) demonstration
- 1-b. If a Prospect Says, “I’m hoping to get this figured out before the end of the quarter,” That’s an example of a \_\_\_\_\_. (CO1) 1
- (a) goal
  - (b) consequence
  - (c) implication
  - (d) timeline
- 1-c. The three major tasks involved in the implementation stage of the sales management process are: (CO2) 1
- (a) salesforce recruitment and selection, salesforce training, and salesforce motivation and compensation.
  - (b) developing account management policies, implementing the account management policies, correcting the account management policies.
  - (c) setting sales objectives, organizing the salesforce, and developing account management policies.
  - (d) organizing the salesforce, quantitative assessment, and follow-up.
- 1-d. Achieving volume of sales is a \_\_\_\_\_ function of a salesperson. (CO2) 1
- (a) staff function
  - (b) line and staff function
  - (c) supporting function
  - (d) line function
- 1-e. \_\_\_\_\_ indicates as to how much of a particular product is likely to be sold in a specified future period in a specified market at specified price. (CO3) 1
- (a) sales analysis
  - (b) sales quota
  - (c) sales budget
  - (d) sales forecasting
- 1-f. The most frequently used type of compensation plan is a \_\_\_\_\_. (CO3) 1

- (a) straight salary compensation plan
  - (b) straight commission compensation plan
  - (c) combination compensation plan
  - (d) weighted compensation plan
- 1-g. Small grocery stores that are running by individuals or families to cater the needs of their immediate neighborhood or locality. (CO4) 1
- (a) Brick and mortar stores
  - (b) Mom-and-pop stores
  - (c) Departmental stores
  - (d) Kirana stores
- 1-h. A multi channel retailer sells merchandise \_\_\_\_\_. (CO4) 1
- (a) through more than one channel
  - (b) over the telephone
  - (c) through personal selling and retail store only
  - (d) None of these
- 1-i. \_\_\_\_\_ is a growth strategy in which business offers a new retail format with some sort of new retail mix to the same target market.(CO5) 1
- (a) Market penetration
  - (b) Market expansion
  - (c) Retail format development
  - (d) Diversification
- 1-j. Visual merchandising and store design plays an important role in \_\_\_\_\_.(CO5) 1
- (a) store interiors
  - (b) store layout
  - (c) marketing
  - (d) selling

2. Attempt all parts:-

- 2.a. Highlight two responsibilities of a sales manager.(CO1) 2
- 2.b. Describe the geographic basis of division of a sales organization.(CO2) 2
- 2.c. Highlight the characteristics of a good compensation plan.(CO3) 2
- 2.d. Differentiate between hypermarkets and supermarkets. (CO4) 2
- 2.e. Differentiate between location and site.(CO5) 2

#### SECTION B

30

3. Answer any five of the following:-

- 3-a. Differentiate between customer sales assistant and high tech sales representative with the help of suitable examples.(CO1) 6
- 3-b. Sales management is characterised as a goal oriented, systematic and continuous process. Discuss. (CO1) 6
- 3-c. A sales organisation can be built on different structures. Which according to you is the best and why? Discuss.(CO2) 6
- 3-d. Discuss the relevance of case studies as a means for training salesmen.(CO2) 6
- 3.e. "Sales quota is a quantitative goal assigned to a specific marketing unit, such as to a salesman or territory." Explain.(CO3) 6
- 3.f. Describe retail classification on the basis of strategy. (CO4) 6
- 3.g. Describe the relevance of evaluating market potential in deciding the location for retail store.(CO5) 6

#### SECTION C

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4. Answer any one of the following:-
- 4-a. Explain the behavioral theory of selling. Do you think it is the most relevant theory of selling? Justify your answer. (CO1) 10
- 4-b. Explain the difference between AIDAS theory of selling and the buying formula theory of selling ? Explain by taking the example of any sales situation of your choice.(CO1) 10
5. Answer any one of the following:-
- 5-a. Elaborate the functional type of sales organisation with the help of a diagram. Also mention its advantages and disadvantages. (CO2) 10
- 5-b. You are the HR manager at Indiamart. Prepare job description for the position of Business Development Executive.(CO2) 10
6. Answer any one of the following:-
- 6-a. Prepare a sales budget for a medium sized company planning to start a beauty products store in a mall.(CO3) 10
- 6-b. As a sales manager in a B2B company, which factors will you keep in mind while allocating sales territories to your salesmen? (CO3) 10
7. Answer any one of the following:-
- 7-a. "Retail contributes a great deal to the economy of a country." Explain the economic significance of retailing in India. (CO4) 10
- 7-b. Critically examine the impact of supermarkets on Indian shoppers highlighting its advantages and disadvantages.(CO4) 10
8. Answer any one of the following:-
- 8-a. Pratap Kapoor's wild dinning format is unique and one of its kind in Mumbai. Advertised as a jungle theme restaurant, it is named as "Sher Baugh." Wild dinning is more of an amusement park then dining space with all the facilities, which can delight a family. It delivers its promises through robotic animals and a simulated thunderstorm, features that would delight children. It gives the feeling of living in the wild for the urbanites and gives them a break from the typical fancy restaurants. Mr. Pratap was planning to convert his venture into a franchise format with opening of outlet in all the metro cities in India. However, he is not sure of the sale ability of this kind of retail format in the Indian context. This critic of his venture says that for adults who put the food over the experience of eating in an artificial jungle the wild dining restaurant is not all that fun. In addition, the cost incurred in setting up the format is a point of concern.  
i. According to you will this kind of theme based dining format succeed in the Indian context? Justify your answer.  
ii. Discuss the circulation plan you will suggest to him? Give reasons in support of your answer.(CO5) 10
- 8-b. Compare and contrast grid, loop and free store layouts. Which one according to you is the best layout? Give reasons in support of your choice. (CO5) 10