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Printed I	d Page:- 04 Subject Co	de:- AMBAMK0411				
	Roll. No:					
	NOIDA INSTITUTE OF ENGINEERING AND TECHN	OLOGY, GREATER NOIDA				
	(An Autonomous Institute Affiliated to AKTU, Lucknow)					
	МВА					
	SEM: IV - THEORY EXAMINATION (2023 2024)					
	Subject: Sales & Retail Manage					
	: 3 Hours	Max. Marks	: 100			
	al Instructions:					
•	erify that you have received the question paper with the					
	Question paper comprises of three Sections -A, B,	& C. It consists of Multiple Ci	noice			
	ns (MCQ's) & Subjective type questions.	and side of each question				
	mum marks for each question are indicated on right -ho rate your answers with neat sketches wherever necessar					
	me suitable data if necessary.					
	rably, write the answers in sequential order.					
-	sheet should be left blank. Any written material	after a blank sheet will no	t be			
	ed/checked.					
	SECTION A		20			
1. Attem	mpt all parts:-					
1-a.	Asking referrals from the customers, reward prop	er scouting, identifying good	1			
	leads from bad ones is step of perso	onal marketing.(CO1)				
	(a) Approach					
	(b) Handling objections					
	(c) Pre-approach					
	(d) Prospecting and qualifying					
1-b.	Salespeople who conduct business from their off	ices through telephones and	1			
	visiting to customers site is known as (CO1					
	(a) Outside sales force					
	(b) Inside sales force					
	(c) Team selling					
	(d) None of these					
1-c.	is the most basic forms of the sales orga	nization (CO2)	1			
	_	2d(0) (CO2)	1			
	(a) Line sales organization					

	(b) Line and staff sales organization	
	(c) Functional sales organization	
	(d) None of the above	
1-d.	In organizational structure, all sales personnel receive direction from, and are accountable to different executives, on different aspects of their work. (CO2)	1
	(a) Line sales organization	
	(b) Line and staff sales organization	
	(c) Functional sales organization	
	(d) None of the above	
1-e.	Sales forecasting involves study of (CO3)	1
	(a) Sales planning	
	(b) Distribution outlets	
	(c) Consumer needs and demands	
	(d) All of the above	
1-f.	is a conservative estimate of the expected volume of sales and is used for making cash flow decisions. (CO3)	1
	(a) Sales budget(b) sales quota(c) sales potential(d) ales forecst	
1-g.	Small grocery stores that are running by individuals or families to cater the needs of their immediate neighborhood or locality. (CO4) (a) Brick and mortar stores (b) Mom-and-pop stores (c) Departmental stores (d) Kirana stores	1
1-h.	Local shops can be known as stores. (CO4)	1
	(a) Departmental stores	
	(b) Brick & Mortar	
	(c) Super store	
	(d) Megastore	
1-i.	A growth strategy in which a retail company penetrates its existing market with same product range but with attractive offers is known as (CO5)	1

	(a) Market penetration	
	(b) market expansion	
	(c) Retail format development	
	(d) Diversification	
1-j.	Free standing sites are located at (CO5)	1
	(a) traffic signals at highways	
	(b) high pedestrian traffic area	
	(c) remote locations	
	(d) low pedestrian traffic area	
2. Atten	npt all parts:-	
2.a.	Enumerate the characteristics of sales. (CO1)	2
2.b.	Give any two characteristics of a sales organisation. (CO2)	2
2.c.	Throw some light on the monetary components of a salesforce compensation plan. (CO3)	2
2.d.	Give any two characteristics of retailing. (CO4)	2
2.e.	Explain in brief how diversification helps in the growth of retail. (CO5)	2
	SECTION B	30
3. Answ	er any <u>five</u> of the following:-	
3-a.	Explain how salesmanship is considered as pressure salesmanship. (CO1)	6
3-b.	Differentiate between front line salesmen and sales support salesmen. (CO1)	6
3-c.	Explain the internal sources of recruitment of salespersons. (CO2)	6
3-d.	Discuss the relevance of case studies as a means for training salesmen. (CO2)	6
3.e.	Discuss the relevance of profit sharing as a means of remunerating salesmen. (CO3)	6
3.f.	Give a brief account of Indian retail scenario post pandemic. (CO4)	6
3.g.	Elaborate the factors affecting store planning. (CO5)	6
	SECTION C	50
4. Answ	er any <u>one</u> of the following:-	
4-a.	Describe the concept of personal selling and highlight its features. Differentiate between personal selling and selling. (CO1)	10
4-b.	Discuss the nature and scope of sales management in detail. (CO1)	10
5. Answ	er any <u>one</u> of the following:-	

5-a.	Discuss the various types of sales organisations with the help of diagrams. (CO2)	10		
5-b.	Explain the concept of sales training. Describe its features and importance. (CO2)	10		
6. Answer any <u>one</u> of the following:-				
6-a.	Explain any four methods of motivating salesmen in detail. (CO3)	10		
6-b.	Describe the various components of a good compensation plan. (CO3)	10		
7. Answe	er any <u>one</u> of the following:-			
7-a.	Explain the challenges and opportunities of retailing. (CO4)	10		
7-b.	Critically examine the impact of supermarkets on Indian shoppers highlighting its advantages and disadvantages. (CO4)	10		
8. Answer any <u>one</u> of the following:-				
8-a.	Illustrate the meaning and significance of store layout. (CO5)	10		
8-b.	Explain the concept of visual merchandisers and their role, (CO5)	10		