

- (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) 1
- (a) Brick and mortar stores
- (b) Mom-and-pop stores
- (c) Departmental stores
- (d) Kirana stores
- 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. Attempt 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

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3. Answer any five 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

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4. Answer any one 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. Answer any one of the following:-

- 5-a. Discuss the various types of sales organisations with the help of diagrams. 10
(CO2)
- 5-b. Explain the concept of sales training. Describe its features and importance. 10
(CO2)

6. Answer any one 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. Answer any one 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 one 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

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