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BENGALURU

Department of Research & Development

Mid - Term Examinations - SEPTEMBER 2024

Odd Semester: Ph.D. Course Work	Date: 27/09/2024
Course Code: MBA3012	Time: 10:00am – 11:30am
Course Name: Sales and Retail Management	Max Marks: 50
Department: SOM	Weightage: 25%

Instructions:

(i) Read all questions carefully and answer accordingly.

(ii) Do not write anything on the question paper other than roll number.

Part A

Answer ALL the Questions. Each question carries 5 marks.		4Qx5M=20M
1	Discuss the importance of retailing in the Indian economy.	5 Marks
2	Explain the dimensions by which retailers are classified. Give examples for each.	5 Marks
3	Explain the process by which segmentation of customer base in order to tailor sales activities can be done.	5 Marks
4	Discuss how technology can be leveraged in the present day world for enhancing sales productivity.	5 Marks

Part B

Answer ALL Questions. Each question carries 15 marks.		2QX15M=30M
5	Mr. Nakul is the marketing manager of Big Bazaar in Bangalore. Big Bazaar is known for providing one stop solution for all our fashion needs. Enumerate the application of retail management strategies applied by Big Bazaar.	15 Marks
6	Mr. Shukla is the Area Sales Manager of Natural Groceries a firm selling fruits and vegetables. Identify the visual merchandising and other sales strategy to be adopted and explain the pros and cons of each strategy.	15 Marks