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 **PRESIDENCY UNIVERSITY**

  **Bengaluru**

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| **End - Term Examinations – JANUARY 2025** |
| **Date:** 13 – 01- 2025 **Time:** 09:30 am – 12:30 pm |

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| **School:** SOM-PG | **Program:** MBA |
| **Course Code :** MBA3084 | **Course Name :** Sales and Retail Management |
| **Semester**: III | **Max Marks**: 100 | **Weightage**:50% |

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| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | **13** | **49** | **19** | **19** |  |

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Do not write anything on the question paper other than roll number.*

**Part A**

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| **Answer ALL the Questions. Each question carries 3marks. 3Mx10Q=30M** |
| **1** | What are the primary components of salesforce training? | **3 Marks** | **Knowledge** | **CO1** |
| **2** | Explain the concept of Sales Quotas and their role in motivating sales teams. | **3 Marks** | **Knowledge** | **CO2** |
| **3** | Define a Sales Territory and explain why it is important in sales management. | **3 Marks** | **Knowledge** | **CO2** |
| **4** | Differentiate between a market forecast and a sales forecast.  | **3 Marks** | **Knowledge** | **CO2** |
| **5** | Describe three key features of CRM systems and explain their significance in enhancing customer management. | **3 Marks** | **Knowledge** | **CO3** |
| **6** | What are speed bumps in store design, and how do they contribute to increasing customer engagement and sales? | **3 Marks** | **Knowledge** | **CO3** |
| **7** | Differentiate between Staple Merchandise and Fashion Merchandise. | **3 Marks** | **Knowledge** | **CO3** |
| **8** | List and explain three critical elements of visual merchandising that help attract and engage customers. | **3 Marks** | **Knowledge** | **CO4** |
| **9** | Define a national brand and explain how it benefits retailers in terms of profit margins and customer appeal? | **3 Marks** | **Knowledge** | **CO4** |
| **10** | What are the essential steps involved in planning an effective retail communication mix program? | **3 Marks** | **Knowledge** | **CO4** |

**Part B**

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| **Answer ALL the Questions. Each question carries 10 marks. 10Mx4Q=40M** |
| **11** | Why should the training needs of salespersons be assessed? Also, Describe the methods used for identifying training needs. | **10 Marks** | **Analysis** | **CO1** |
| **Or** |
| **12** | "If you pay a salesperson enough, you will have a well-motivated salesperson". Comment. Why is the task of motivating salespeople difficult for sales managers? | **10 Marks** | **Analysis** | **CO1** |

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| **13** | Vijay sold 40,000 units in Oct, 2024 at a unit price of Rs. 20. For the next three months, sales volume is expected to grow by 25%, 20% and 10% respectively. The unit selling price is expected to increase by 20%, then 25% and thereafter expected to remain constant. Prepare a sales budget for the three-month period from Nov to Jan 2025 based on the above information. | **10 Marks** | **Analysis** | **CO2** |
| **Or** |
| **14** | Discuss the common challenges faced by organizations in preparing an accurate sales budget. Analyze how external factors (e.g., market disruptions, economic conditions) impact the process. | **10 Marks** | **Analysis** | **CO2** |

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| **15** | Discuss the role of traffic flow design and shelf arrangement in enhancing both customer experience and sales in a retail environment of your choice (e.g., supermarket, convenience store, or flagship store). Provide examples to support your analysis. | **10 Marks** | **Analysis** | **CO3** |
| **Or** |
| **16** | Evaluate the challenges faced by department stores in competing with e-commerce platforms. What strategies can they adopt to stay relevant? | **10 Marks** | **Analysis** | **CO3** |

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| **17** | How can a retailer use keystone pricing to optimize profit margins? What potential challenges may arise from this strategy, and how can they be addressed? | **10 Marks** | **Analysis** | **CO4** |
| **or** |
| **18** | How can a large online retailer assess the effectiveness of its current e-tailing communication program? What metrics and tools would you use to evaluate the performance of their digital campaigns? | **10 Marks** | **Analysis** | **CO4** |

**Part C**

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| **Answer all the Questions. Each Question carries 15 marks. 15Mx2Q=30M** |
| **19** | A financial services firm is expanding its operations to new regions and needs to allocate sales representatives to these territories. Develop a strategy for assigning salespeople to territories, focusing on factors such as territory potential, sales targets, and individual sales performance. | **15 Marks** | **Application** | **CO2** |
| **20** | You are tasked with managing the expansion of a global retail brand, UrbanStyle, which is planning to launch its operations in India. The company wants to adopt a multichannel retailing approach to cater to the growing demand from urban consumers, combining both physical stores and online presence. Your task is to create a detailed retail strategy and store planning approach for the launch. Develop a Retail Mix for UrbanStyle, focusing on the 7 P’s of Retailing (Product, Price, Place, Promotion, People, Process, Physical Evidence). How will you ensure each element of the mix is tailored to the preferences and expectations of Indian consumers? | **15 Marks** | **Application** | **CO2** |