|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Roll No. |  |  |  |  |  |  |  |  |  |  |  |  |



**PRESIDENCY UNIVERSITY**

**Bengaluru**

|  |
| --- |
| **Ph.D. Course Work End Term Examinations –JAN-FEB 2025** |
| **Date:** 30 – 01- 2025 **Time:**09:30 am – 12:30 pm |

|  |  |  |
| --- | --- | --- |
| **School:** SOM | **Program:** Ph.D. | |
| **Course Code :** MGT925 | **Course Name :** Sales and Retail Management | |
| **Semester**: | **Max Marks**:100 | **Weightage**:50% |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | **10** | **10** | **30** | **30** | **20** |

**Instructions:**

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

**Part A**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Answer ALL the Questions. Each question carries 10 marks. 6Q x 10M=60Marks** | | | | |
| **1** | Do you think women possess unique attributes related to selling . How would you leverage this style to drive sales performance and team engagement? Explain with an example from fashion brand. | **10 Marks** | **Application** | **CO1** |
| **2** | Assume you are sales manager of a sports channel. You are tasked with developing a sales strategy for a new product launch. How would you analyze market trends, customer needs, and competitor activity to inform your strategy? | **10 Marks** | **Application** | **CO2** |
| **3** | Amish is responsible for managing a sales funnel and moving leads through the sales process. How does he need to manage the sales funnel, and what strategies does he need to use to convert leads into customers? | **10 Marks** | **Application** | **CO3** |
| **4** | Pantaloons is a classic example of a brand that relies on CRM. If you are appointed as CRM Manager, how would you build on this relationship to increase customer loyalty and identify potential future sales opportunities? | **10 Marks** | **Application** | **CO4** |
| **5** | Harsha Corporation, a leading manufacturer of electrical equipment, is setting sales quotas for its sales team. The company has a sales team of 20 representatives, each responsible for a specific geographic territory. Allocate sales quota for Increase of total sales revenue by 15% within the next 12 months. | **10 Marks** | **Application** | **CO3** |
| **6** | One of the roles of a Sales Manager is to assign right tasks for representatives coming with different levels of experience and skills. If you have been appointed as the Sales Manager for an FMCG company, explain the tactics that can be used to assign sales territories to each representative to maximize sales performance and customer satisfaction? | **10 Marks** | **Application** | **CO3** |

**Part B**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Answer the Questions. Each question carries 20 marks 2Q x 20 = 40 Marks** | | | | | |
| **7.** |  | Aditya Birla Apparels is a well known brand for Omni -channel retailing. Examine the challenges of inventory management in Omni-Channel Retailing for this company. How do retailers ensure accurate inventory levels and efficient fulfillment across multiple channels? | **20 Marks** | **Analysis** | **CO4** |
|  | | | | | |
| **8.** |  | Artificial Intelligence has invaded every area of Business. It is used in visual merchandising, including digital signage, interactive displays, and social media. With the help of an example from the real world , explain how retailers use technology to enhance the visual merchandising experience and engage customers? | **20 Marks** | **Analysis** | **CO5** |

**\*\*\*\*\* BEST WISHES \*\*\*\*\***