



Even Semester End Term Examination, May / June 2026

Date: 25/05/2026

Time: 01.00 PM - 04.00 PM

Course Code: MBA3084

Course Name: Sales and Retail Management

Semester: Fourth Semester

Max. Marks: 100

Weightage: 50%

CO - Levels	CO1	CO2	CO3	CO4
Marks	26	32	41	41

Part A: Answer Following Questions. 30 M

Qn.No	Questions	M	CO	BT
1	A company faces declining customer engagement during sales interactions. List salesmanship skills that can improve outcomes.	3	CO1	BT1
2	A newly recruited sales team lacks product knowledge. Choose an appropriate sales training approach.	3	CO1	BT1
3	A company expands into new regions. Outline the importance of defining sales territories.	3	CO2	BT2
4	A firm wants to monitor sales expenses effectively. Identify one sales control mechanism	3	CO2	BT3
5	A retailer aims to provide a consistent experience across channels. List two points from the concept of multichannel retailing.	3	CO2	BT1
6	A store wants to differentiate itself from competitors. Choose any two elements of the retail mix to focus on.	3	CO3	BT3
7	A new retailer wants to attract price-sensitive customers. Choose a suitable retail pricing strategy.	3	CO4	BT3
8	Customers complain about poor service in a store. Identify one customer service improvement measure.	3	CO4	BT3
9	A manager wants to set achievable performance targets. Outline an appropriate method for setting sales quotas.	3	CO2	BT2
10	A retailer is redesigning its outlet to improve shopping experience. Outline store design principles for the Store Management	3	CO3	BT3

Part B: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
11	A company is facing low salesforce motivation and declining performance, resulting in missed sales targets and reduced customer engagement. Salespeople feel that targets are unrealistic and not aligned with market conditions, leading to stress and burnout. Apply salesforce management practices to improve motivation and performance in the above scenario.	10	CO1	BT3
12	A retail firm is expanding rapidly but is struggling to recruit and select effective salespeople, leading to poor customer conversion and high attrition. Many hires lack the required selling skills and customer orientation, resulting in weak performance. The company needs to strengthen its recruitment and selection practices to build a competent and stable salesforce. Apply appropriate recruitment and selection strategies to build an effective salesforce in the above scenario.	10	CO1	BT3

Part C: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
13	A company launching a new product is facing inaccurate demand estimation, resulting in stock shortages in some regions and excess inventory in others. The lack of historical data, poor market analysis, and absence of a structured forecasting approach have led to inefficient inventory management and lost sales opportunities. This imbalance is also increasing costs and affecting customer satisfaction. The company needs to adopt appropriate sales forecasting methods to improve demand prediction and ensure better planning and distribution. Apply suitable sales forecasting methods to improve demand estimation in the above scenario	10	CO2	BT3
14	A firm is experiencing uneven sales performance across regions, primarily due to poor territory allocation and overlapping efforts by salespeople. To address these issues, the company needs to redesign its sales territories systematically to ensure balanced workload and effective market coverage. Apply appropriate methods to redesign sales territories and improve coverage efficiency.	10	CO2	BT3

Part D: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
15	A retail store is facing low footfall and poor customer engagement, mainly due to an unappealing layout and weak in-store experience. As a result, customers spend less time in the store and make fewer	10	CO3	BT3

	purchases. Apply store planning strategies to improve customer experience and increase footfall.			
16	A retailer plans to open a new outlet but is uncertain about choosing the right location and store layout to attract its target customers. Poor location decisions may lead to low footfall, while an ineffective layout can reduce customer convenience and sales. To ensure success, the firm must make strategic decisions regarding store location and layout to maximize customer attraction, engagement, and sales performance. Apply suitable store location and layout decisions to ensure retail success in the above scenario	10	CO3	BT3

Part E: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
17	A retail store offers a wide range of products but is facing low sales and poor product visibility, leading to accumulation of unsold inventory. To address this issue, the retailer needs to implement effective merchandising practices to enhance visibility, improve product appeal, and drive sales. Apply effective merchandising practices to improve product visibility and sales.	10	CO4	BT3
18	A retailer is launching an online platform but is facing inconsistent communication across online and offline channels, leading to customer confusion and reduced trust. To address this, the retailer needs to implement integrated retail communication strategies to ensure consistency, clarity, and a seamless customer experience across all channels. Apply strategies to integrate retail communication across online and offline channels.	10	CO4	BT3

Part F: Answer Following Questions. 30 M

Qn.No	Questions	M	CO	BT
19	A growing retail company has expanded rapidly across multiple regions but is now facing stagnant growth and declining customer satisfaction. . Despite adequate product availability, the company is unable to convert customer interest into sustained sales growth. As a consultant analyse all factors you will reveal Internally regarding the current situation and recommend an integrated approach to improve overall business performance of the store.	15	CO3	BT4
20	A new retail chain plans to expand into Tier-2 and Tier-3 cities with a goal of offering value-driven yet experience-oriented retailing. However, it faces challenges such as: Limited market data for	15	CO4	BT5

	forecasting Diverse customer preferences Strong competition from local retailers Low brand awareness			
	Recommend a comprehensive retail strategy integrating salesforce management, sales planning, store design, and communication mix for successful market entry.			