



CBCS SCHEME

MBAMM314

USN

Third Semester MBA Degree Examination, June/July 2026 Sales and Retail Management

Time: 3 hrs.

Max. Marks: 100

- Note: 1. Answer any FOUR full questions from Q.No.1 to Q.No.7.
2. Question No. 8 is compulsory.
3. M : Marks, L: Bloom's level, C: Course outcomes.*

			M	L	C
Q.1	a.	Define Personal Selling.	3	L2	CO1
	b.	Explain the importance of sales management and discuss the emerging trends in sales management.	7	L4	CO4
	c.	Describe the personal selling process in detail, including sales presentation, handling customer objections, and follow-up action with relevant examples.	10	L2	CO1
Q.2	a.	Define Sales Territory.	3	L2	CO3
	b.	Outline the factors affecting the design and size of a sales territory.	7	L3	CO3
	c.	Elaborate the steps involved in designing a sales territory.	10	L3	CO3
Q.3	a.	What is Sales force motivation?	3	L2	CO2
	b.	Discuss the factors influencing motivation of the sales force.	7	L3	CO2
	c.	Explain the types of sales compensation plans.	10	L3	CO2
Q.4	a.	What is the meaning of Retailing?	3	L1	CO5
	b.	Explain the current trends in retailing.	7	L5	CO6
	c.	Outline the types of retailers based on the retail format.	10	L1	CO5
Q.5	a.	Define the concept of store layout.	3	L2	CO7
	b.	Write a note on different types of store layouts.	7	L2	CO7
	c.	Explain the factors affecting a store location.	10	L2	CO7

Q.6	a.	What is Trading area?	3	L2	CO7
	b.	What are the Duties and responsibilities of a store manager?	7	L2	CO7
	c.	Discuss the objectives of a good store design.	10	L2	CO7
Q.7	a.	What is Customer Audit?	3	L1	CO5
	b.	What are the motives of international retailing?	7	L4	CO6
	c.	Evaluate the current issues in international retailing.	10	L5	CO6
Q.8		Compulsory Question : Case Study : Asian Paints Ltd., one of India's leading paint manufacturers, operates through a wide network of sales representatives covering urban, semi-urban, and rural markets. The company sets annual and quarterly sales quotas for its sales force to drive performance and market penetration. Recently, management noticed that while sales executives in metro regions consistently achieved their quotas, many representatives in smaller towns struggled to meet their targets. Some salespersons felt that quotas were set uniformly without considering territory potential, seasonal demand, and competitive intensity. This led to demotivation and inconsistent performance across regions. Asian Paints is now reviewing its sales quota procedures and methods to ensure that quotas are realistic, equitable, and aligned with market conditions, while still motivating the sales force to achieve higher performance.			
	a.	Examine the procedure followed for setting sales quotas in the given case and identify the limitations of the current approach.	10	L4	CO4
	b.	Suggest suitable types of sales quotas and methods of setting sales quotas that Asian Paints can adopt to improve sales force performance across different territories.	10	L3	CO4
