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Reg. No. | | | | | | | | |

IV Semester M.B.A. (Day and Eve.) Degree Examination, December - 2023

MANAGEMENT

Sales and Distribution Management and Retailing

(CBCS Scheme)

Paper : 4.3.1

Time : 3 Hours **Maximum Marks : 70**

SECTION - A

Answer any Five of the following. Each question carries Five marks. **(5×5=25)**

1. Explain the importance of channel management.
2. What is personal selling? Explain with examples.
3. Explain the functions of retail business.
4. Explain the advantages and disadvantages of e-tailing.
5. Explain the role of store manager in a retail industry.
6. What are different types of pricing strategies? Explain with examples.
7. Explain the importance of customer relationship management in retail business.

SECTION - B

Answer any Three of the following. Each question carries Ten marks. **(3×10=30)**

8. Discuss the role of distribution channels in retail business.
9. Discuss the various stages involved in buying decision process.
10. Discuss the types of retailers and retail formats with examples.
11. Discuss the retailing environment to the context in Indian business.

SECTION - C

Case Study (Compulsory) **(1×15=15)**

12. XYZ company wants to enter into the Indian Ice cream business by opening Ice cream parlour's in Bangalore Initially, they want to target the mid-income households, specially students and young.

Questions:

a) Discuss the strategies the XYZ company can adopt to Psyche of the Indian consumer?

b) Discuss what retail mix the company can apply for achieving the aggressive growth?
