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IV Semester M.B.A (Day and Eve) Degree Examination, September/October - 2022

MANAGEMENT

Sales and Distribution Management and Retailing

(CBCS Scheme 2019-20)

Paper : 4.3.1

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

SECTION - A

Answer any Five from the following. **(5×5=25)**

1. What is Personal Selling? Explain briefly the Types of personal selling?
2. Explain the Emerging Trends in Sales Management
3. Write a note on different types of selling skills?
4. Explain briefly the selling process.
5. List the various factors considered for Site Selection Analysis?
6. Explain briefly the different layout patterns
7. Explain briefly the need for training the sales force.

SECTION - B

Answer any Three of the following. **(3×10=30)**

8. What do you understand by the term sales force ? Why is controlling and motivation essential for sales force?
9. Define public distribution and elaborate its special features. Also discuss its role and importance.
10. Describe the process of Managing dealer – network. Bring out the importance of channels of distribution.
11. How does a sales Manager design a sales territory and what are the different shapes of territory design? Discuss.

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SECTION - C

12. Case Study: **(1×15=15)**

Khan market, genteel market in the heart of Delhi, has turned into India's Costliest Tract of high street retail. At Rs. 220 per sq ft., Crossroads in Mumbai comes a poor second. The rate of the anchoring front shops in Khan Market has already touched Rs. 400 per Sc1 ft. and may go up more in future. The average shop space is small'- well under 1000 sqft-yet landlords can easily take home a lakh and a half.

But this is nowhere in comparison to global main street rentals. Fifth Avenue and East 57th Street in Manhattan share the first place as the world's most expensive Retail location as per the last year's edition of "Main Street across the world's most expensive retail location as per last year's edition of "Main Street Across the world", that is $ 700 per sq ft.

The basic cause why rents are increasing is the transformation of this regular provisions and service market into life-style destinations. Khan Market was built to service the bureaucrats and politicians who live around it. So there were fresh produce stores, repair shops, regular groceries, clothing Merchants the odd bookstores, a music store, a crockery shop, a toy shop etc. The average consumers were the Diplomat, Bureaucrat, Lawyer or Politician.

Post liberalization the change was first noticed. The consumer base grew to include long staying foreigners who chose to live in the upscale, Amrita Shergill Marg, Golf links and JorBagh. Khan Market was also successful in attracting the fashion fraternity and upward mobile rich young teens and young call centre employees with loads of time to hang about during the day.

a) Analyze the case and explain the type of Retail location discussed in the above case study

b) Explain in detail the location based Retail strategies for such Retail markets.

c) What format you would recommend and why.