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IV Semester M.B.A. (Day & Evening) Degree Examination,
November/December - 2025
MANAGEMENT
Sales and Distribution Management and Retailing
(CBCS Scheme 2019 Onwards)
Paper : 4.1.3

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

SECTION - A

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

1. Explain the distribution channel Levels?
2. Expound on the sales forecasting methods?
3. Explain the role of retailing in distribution channel in India.
4. Cyclical Theory suggests that retailer must be adoptive and responsive to cyclical changes for growth and sustainability? Explain.
5. Discuss the strategic retail planning process.
6. What are the Key aspects of CRM in e-tailing?
7. Explain the trends in Visual Merchandising?

SECTION - B

Answer any Three questions from the following. Each question carries 10 marks.
(3×10=30)

8. How do you develop and execute a sales strategy for a new and existing territory?
9. How can Indian retailers leverage domestic environment to strategically develop retail models that can be successfully scaled for global markets?
10. Discuss on how different store layouts will best guide customer traffic and expose them to the most products?
11. Explain different e-commerce models with suitable illustrations ?

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SECTION - C

12. **Case Study (Compulsory) :** (1×15=15)

Sales at International Market

Bharat Perfumes Ltd. a renowned company in India were manufacturing two types of perfumes, one based on essential oils and the other alcohol based perfumes. Perfumes were being exported to Middle East countries. Particularly the essential oil traditional perfumes, also known as Attars, were directed on the orthodox segment of the society. These customers believe in strong perfumes with heavy smell. The perfumes, which were supplied to the customer, were high priced, ranging from Rs. 40,000 to Rs. 50,000 a kilogram. Some special perfumes were also sold at a much higher price ranging up to four lakh/kg. These perfumes were in great demand by various sections of the society. The other type of perfumes are alcohol based and were in the form of sprays with very good packing and were sold in most of the modern stores. The company was concentrating on both types of perfumes. There was more competition in alcohol based western type of perfumes from the western countries and big names English Leather, Yardley, Channel, etc.

The company started its business by sending its own sales representatives for booking orders for both type of perfumes. The salesmen were able to procure a few orders but these orders were not followed up by the customers. After every few months the company had to send its representatives for booking fresh orders. Their procedure was very cumbersome and a lot of expenses were involved. The management then thought of appointing local dealers in foreign countries who would book orders and send them to the company and charge a suitable commission. Another problem was that the customers did not retire some of the consignments and heavy damages and other expenses were also incurred. If the goods were not retired for a long time there were chances of them being spoiled. The company tried to negotiate this aspect with the local agents but no suitable solution was coming forth. The company was keen to establish its business in foreign countries and was looking for suitable selling strategy.

Questions:

a) What could have been the drawback in the approach and the knowledge of the salesman in not being successful?

b) Which method for selling would you recommend and what should be the strategy in promoting sales?

c) What are the Challenges the company would foresee in establishing the business in foreign countries?