

# KMBMK01 Sales and Retail Management

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## Important Questions

(From Previous Year University Question Papers)

1. Explain the various departments of any sales organization with their roles and responsibilities.
2. What do you understand by the term retail image? Does a good retail image necessarily mean a strong brand value?
3. "Do marketing and sales complementary to each other." Comment.
4. Explain the process of Personal selling with reference to Insurance Industry.
5. Sales Forecasting is an additional expense to any organization. Comment. Discuss its various types with examples.
6. What is retail and what is the significance of retail as an industry?
7. As a store manager of Big Bazaar, what responsibilities you must possess to have a successful business.
8. What is sales quota? Discuss objectives and different types of sales quota.
9. Elaborate the various functions and responsibilities of marketing channels.
10. Do you think that channel participation also have power? If yes, how do the retailers' powers differ from that wholesaler?
11. Explain the approach and methods for preparation of sales budget.
12. Briefly explain the process of leading and motivating the sales force.
13. Examine the social and economic significance of retailing. How do facilities like adequate banking and easy access to public transportation affect development of shopping areas?

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14. Discuss the emerging trends and challenges ahead of Indian retail industry.
15. Prepare a job description for a sales representative of FMCG industry.
16. How does distribution of services differ from distribution of products?
17. What is prospecting? Explain the process of prospecting.
18. How sales person handles the objections and close the sales call to achieve sales.
19. Explain different methods to determine the sales force size in sales organization.
20. With the help of an example discuss the concept of “life cycle in retail”
21. Training is an essential component for a sales team. Discuss.
22. Compensation plays a vital role in motivating the sales team. Justify the statement.
23. What are different types of retail formats? Explain the factors influencing retail formats and location.
24. Discuss the various types of retail location. What steps will you take while choosing a retail location for your electronic goods store?