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MBA
(SEM III) THEORY EXAMINATION 2017-18
SALES & DISTRIBUTION MANAGEMENT

*Time: 3 Hours**Total Marks: 70***Note: 1.** Attempt all Sections. If require any missing data; then choose suitably.**SECTION - A****1. Attempt all questions in brief. 2 x 7 = 14**

- a. Define Sales Management.
- b. What is Personal Selling?
- c. Differentiate between Recruitment and selection of sales force?
- d. Differentiate between Training & Development of a sales force.
- e. Explain the concept of Sales contest.
- f. Explain the concept of forward and reverse logistics.
- g. What is franchising?

SECTION - B**2. Attempt any three of the following: 7 x 3 = 21**

- a) Write a note on the role played by a sales manager in any organization?
- b) Explain various recruiting sources of sales representatives?
- c) Explain various methods of sales force training?
- d) Explain functions and flows in distribution channels?
- e) What is channel conflict? Explain different types of channel conflict?

SECTION - C**3. Attempt any one part of the following: 7 x 1 = 7**

- a) Explain the process of personal selling?
- b) Explain sales management process?

4. Attempt any one part of the following: 7 x 1 = 7

- a) Briefly explain the process of leading and motivating the sales force.
- b) Discuss various types of sales organization.

5. Attempt any one part of the following: 7 x 1 = 7

- a. Explain the process of designing a sales territory.
- b. Elaborate the steps involved in preparing a sales budget.

6. Attempt any one part of the following: 7 x 1 = 7

- a) "Distribution is very crucial while deciding marketing strategy" Comment.
- b) Explain different channel structures in detail.

7. Attempt any one part of the following: 7 x 1 = 7

- a) Briefly explain the steps involved in training the distributors sales team?
- b) Explain important factors which influence channel choice?

MBA
(SEM III) THEORY EXAMINATION 2018-19
SALES & DISTRIBUTION MANAGEMENT

*Time: 3 Hours**Total Marks: 70***Note:** 1. Attempt all Sections. If require any missing data; then choose suitably.**SECTION A****1. Attempt all questions in brief. 2 x 7 = 14**

- a. What do you mean by Sales? Differentiate it with Marketing.
- b. What is Sales Budget?
- c. Define Sales Quota.
- d. Discuss about importance of Sales Forecasting.
- e. What do you mean by Wholesaling?
- f. Brief about concept of Personal Selling.
- g. How defining Sales Territories are important in Sales Management?

SECTION B**2. Attempt any three of the following: 7 x 3 = 21**

- a. Discuss the various methods and approached of sales personal training.
- b. Discuss the ethical and legal issues in sales and distribution management.
- c. Describe the prominent channel systems with examples.
- d. Describe the personal selling process and discuss the various prospecting methods.
- e. Discuss the scope and importance of sales management.

SECTION C**3. Attempt any one part of the following: 7 x 1 = 7**

- (a) “There is no uniform way to forming a compensation plan across industries, however, sales organizations can take into account various factors that are more important in designing the sales force compensation plan.” Elaborate it by suitable examples from industry.
- (b) What are the typical training needs for sales people? Describe the sales training process.

4. Attempt any one part of the following: 7 x 1 = 7

- (a) What are the major functions of a Wholesaler? Describe the factors to be considered for locating a distributor warehouse.
- (b) How motivation, evaluation and compensation are related to each other? Discuss the alternative models of sales force motivation.

5. Attempt any one part of the following: 7 x 1 = 7

- (a) Discuss the process of developing a sales organization. Which factors affect the size of the sales organization?
- (b) Do you think that channel participation also have power? If yes, how do the retailers' powers differ from that wholesaler?

6. Attempt any *one* part of the following: **7 x 1 = 7**

- (a) Explain the following –
 - (i) Reasons for Channel Conflicts
 - (ii) Reasons for Sales force Appraisal
- (b) Explain Forward and reverse logistics. How it is useful in Retailing?

7. Attempt any *one* part of the following: **7 x 1 = 7**

- (a) Discuss on the following –
 - (i) Sales Contest
 - (ii) Gap Analysis
- (b) What are the different methods of Recruitment and Selection methods in sales management? What qualities a selected candidate has?

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MBA
(SEM III) THEORY EXAMINATION 2019-20
SALES & DISTRIBUTION MANAGEMENT

Time: 3 Hours**Total Marks: 70****Note: 1.** Attempt all Sections. If require any missing data; then choose suitably.**SECTION A**

1. **Attempt all questions in brief.** **2 x 7 = 14**

a.	Define sale management.
b.	List out the different types of sales personnel.
c.	What is sales organization?
d.	Define sales territory.
e.	What are fringe benefits?
f.	Mention the functions of retailer.
g.	State the stages of channel conflict.

SECTION B

2. **Attempt any three of the following:** **7 x 3 = 21**

a.	“Do marketing and sales complementary to each other.” Comment.
b.	Prepare a job description for a sales representative of FMCG industry.
c.	Explain various methods of sales forecasting and mention the best method for sales forecasting consumer durable goods.
e.	How does distribution of services differ from distribution of products?
f.	Evaluate the role of strategic alliances in designing a successful distribution channels.

SECTION C

3. **Attempt any one part of the following:** **7 x 1 = 7**

(a)	What is prospecting? Explain the process of prospecting.
(b)	How sales person handles the objections and close the sales call to achieve sales.

4. **Attempt any one part of the following:** **7 x 1 = 7**

(a)	Describe the role and functions of sales person.
(b)	Explain different methods to determine the sales force size in sales organization.

5. **Attempt any one part of the following:** **7 x 1 = 7**

(a)	Explain the approach and methods for preparation of sales budget.
(b)	What is sales quota? Discuss objectives and different types of sales quota.

6. **Attempt any one part of the following:** **7 x 1 = 7**

(a)	What is GAP analysis and its importance while developing distribution channel?
(b)	Elaborate the various functions and responsibilities of marketing channels.

7. **Attempt any one part of the following:** **7 x 1 = 7**

(a)	Explain the reasons and process of resolving channel conflicts.
(b)	Discuss the non-store marketing channels available in current scenario.

MBA
(SEM-III) THEORY EXAMINATION 2019-20
SALES AND RETAIL MANAGEMENT

Time: 3 Hours**Total Marks: 100****Note: 1.** Attempt all Sections. If require any missing data; then choose suitably.**SECTION A****1. Attempt all questions in brief. 2 x 10 = 20**

Qno.	Question	Marks	CO
a.	Discuss the sales objective of any organization.	2	1
b.	Differentiate order taker and order getter.	2	1
c.	List the importance of Sales Organization.	2	2
d.	Describe the key sources in internal recruitment.	2	2
e.	Define Sales Budget.	2	3
f.	What are the advantages and disadvantages of Sales Quota?	2	3
g.	Explain visual merchandising.	2	4
h.	Differentiate Supermarket and Hypermarket.	2	4
i.	Illustrate the logistics framework for any retail business.	2	5
j.	Discus the concept of retail communication mix.	2	5

SECTION B**2. Attempt any three of the following: 3 x 10 = 30**

Qno.	Question	Marks	CO
a.	What is selling? Explain the functions of sales management.	10	1
b.	Explain the various departments of any sales organization with their roles and responsibilities.	10	2
c.	Discuss the concept of Sales Territory. What are the primary bases for establishing sales Territories?	10	3
d.	With the help of an example discuss the concept of "life cycle in retail"	10	4
e.	What do you understand by the term retail image? Does a good retail image necessarily mean a strong brand value?	10	5

SECTION C**3. Attempt any one part of the following: 1 x 10 = 10**

Qno.	Question	Marks	CO
a.	Describe the nature and characteristics of personal selling with example.	10	1
b.	Explain the process of Personal selling with reference to Insurance Industry	10	1

4. Attempt any one part of the following: 1 x 10 = 10

Qno.	Question	Marks	CO
a.	Training is an essential component for a sales team. Discuss.	10	2
b.	What is Sales Organization? Classify its type with examples.	10	2

5. Attempt any one part of the following: 1 x 10 = 10

Qno.	Question	Marks	CO
a.	Sales Forecasting is an additional expense to any organization. Comment. Discuss its various types with examples.	10	3
b.	Compensation plays a vital role in motivating the sales team. Justify the	10	3

Paper Id: Roll No: **6. Attempt any one part of the following:****1 x 10 = 10**

Qno.	Question	Marks	CO
a.	What are different types of retail formats? Explain the factors influencing retail formats and location.	10	4
b.	What is retail and what is the significance of retail as an industry?	10	4

7. Attempt any one part of the following:**1 x 10 = 10**

Qno.	Question	Marks	CO
a.	Discuss the various types of retail location. What steps will you take while choosing a retail location for your electronic goods store?	10	5
b.	As a store manager of Big Bazaar, what responsibilities you must possess to have a successful business.	10	5



(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 270407

Roll No.

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M. B. A.

(SEM. IV) THEORY EXAMINATION, 2014-15
RETAILING & DISTRIBUTION MANAGEMENT

Time : 3 Hours]

[Total Marks : 100

Note : Attempt questions from each section as per instructions.

SECTION - A

1. Attempt any four parts of the following : 5×4=20
- (a) What are Market Intermediaries?
 - (b) What is meant by Horizontal Marketing System?
 - (c) Explain the concept of Warehousing.
 - (d) What are the functions of a retailer?
 - (e) Differentiate between Merchant and Agent Middlemen.
 - (f) Explain the concept of Logistics Management.

SECTION - B

2. Attempt any two parts of the following : 15×2=30
- (a) What do you understand by a Channel of Distribution? Discuss the considerations while designing a channel of distribution.
 - (b) What is meant by Channel Conflict? Discuss various types of channel conflicts.
 - (c) Describe the evolution and growth of Organized Retailing in India.

SECTION - C

Attempt all questions of this section. 10×5=50
Each question carries 10 marks :

- 3 What is Distribution? Explain the growing importance of distribution as an element of marketing mix.

OR

What do you understand by Vertical Marketing System? Describe the various types of vertical marketing systems.

- 4 What are IT-enabled distribution systems? Describe the framework for the adoption of IT-enabled distribution systems.

OR

What are Partnering Channel Relationships? Discuss the stages of partnering channel relationships.

- 5 What are Market Logistics decisions? How can a marketer gain competitive advantage through these decisions? Explain.

OR

What is inventory Management? Describe various techniques of Inventory Control.

- 6 Why has retailer emerged as a leader in the marketing channel? Explain.

OR

Briefly describe different types of retail formats prevailing in India.

- 7 Write a note on any one of the following.
- (a) Multi-channel Marketing System
 - (b) Non-store Retailing.

(Following Paper ID and Roll No. to be filled in your
Answer Books)

Paper ID : 270407

Roll No.

M.B.A.

Theory Examination (Semester-IV) 2015-16

RETAILING & DISTRIBUTION MANAGEMENT

Time : 3 Hours

Max. Marks : 100

Section-A

1. Answer the following questions in not more than 30 words each. (2×10=20)
- (a) Define the concept of retail and discuss the various activities carried out by the retailers.
 - (b) Discuss the concept of multiple channel system with the help of suitable example.
 - (c) Explain the concept of infomediary.
 - (d) What factor should be taken into consideration while deciding a warehouse format for an organisation?

- (e) Explain the situation in which partnering channel relationship is developed.
- (f) Discuss how a company can gain competitive advantage through logistics management with the help of suitable example.
- (g) What role does the Indian Railways play in Indian transport system?
- (h) What value does retailers delivers to the customers?
- (i) Distinguish between Disintermediation and Reintermediation.
- (j) What do you understand by category management?

Section-B

2. Answer any five questions from this section.

(10×5=50)

- (a) What is logistic management? What are various components of logistic management system?
- (b) Explain the functional areas of physical distribution.
- (c) Discuss the role of Internet technology in redefining the distribution system in India.

- (d) What are the drivers of changing face of retail structure in the developing world, particularly in the context of India?
- (e) Discuss briefly various types of retail formats which are popular in Indian context.
- (f) Define merchandise management. Discuss the merchandise measurement techniques.
- (g) Discuss the evolution of retailing industry in India.
- (h) Why should a manager pay attention to total distribution cost concept while deciding the distribution mix?

Section-C

3. Read the following case and answer the questions given at the end.

The local traders - grains, provisions and dry fruits sellers - have chalked out an interesting strategy to counter the 'mall from manufactures and passing on the discounts they get in bulk purchases to customers. The shopkeepers has to do a rethink on selling strategies after they lost business to malls like Big Bazaar and Food Bazaar, which sell goods below maximum retail price (MRP).

To increase their bargaining power vis-a-vis suppliers, the traders have decided to form an association that will be called Ghatkoper Retail, Provision, Kirana, and Dryfruits Merchants Association. The traders' organisation, which will be formally launched in April, promises to protect the interest of the traders as well as the customers. The membership drive is on in full swing and the response is encouraging.

So far, we have enlisted the support of 100 traders from the suburb, 'says Amubhai Ghelani, proprietor of Ghelani Stores in hingwala Lane. Ghelani says once the association is in place, the traders will not be at the mercy of suppliers. He further says that malls like Big Bazaar are able to sell the products at the lower prices because the MNCs and corporate sell them the product at discounted rates. 'We don't get the products at lower rates and so we cannot pass on the benefits to our customers,' he explains. With more than 100 member already enlisted, the traders are working on the finer points of the scheme for retaining customers. 'The association will place orders with suppliers on behalf of all the traders. Since the order will place in bulk , the cost price will decrease and we will pass this benefit to our customers,' says Vinod Chedda of Food Spot on Tilak Road. Once the plan is in place, Ghelani expects to sell branded products at the rates that are 2-8% lower than the present rates. Citing one example, Ghelani says, 'If small traders buy a product of worth Rs. 100 from suppliers, the same will cost only RS. 80 if purchased in bulk.' Commenting

on the benefits a trader can derive from this association, Ghelani says, 'Apart from benefiting loyal customers, the association will be in better position to take up disputes with suppliers and major companies. A lone trader does not have the will or the resources to fight his case.' The association will be a blessing in disguise for the traders, 'says Chedda. He explains that often manufacturers decline to take responsibility for damaged or faulty products that have been sold to customers. 'This tarnishes the images of the traders, though he is not directly responsible for the fault. The association will take up the issue with manufacturers on behalf of retailers. With respect to Mumbai, with the presence of Giant Hypermarket, which is also competing on the price platform, Big Bazaar is experiencing a competition from similar kind of retail format. Discount stores in Mumbai are wooing the value - for - money - oriented consumers.

Whilst Big Bazaar's positioning has been "Isse sasta aur kahin nahin" (Nowhere else you get it cheaper). Giant's positioning is 'Bada Choice Chota Price' (Big choice small price). However, both appear to claim to be the cheapest but neither is planning to cut prices on any of its line to attract customers' from the others. That's probably because of the different locations that they are in - Lower Parel and Malad, respectively.

Giant offers maximum reduction on food items, sanitation products, and apparels. The reduction ranges between 10-

15%. Big Bazaar on the other hand gives more discounts on buckets, luggage, and non-stick cookware's, all of which, it claims, are around 15-20% cheaper. In the apparel Section, it claims prices are lower by 50%. 'Our proposition, 'Isse sasta aur kahin nahin' encapsulates our business model of a discount store concept which our customers have accepted,' said the marketing manager, Big Bazaar, 'Our model is a high volume, low margin business, more of a mass - market model,' said the marketing manager, Giant Hypermarket. Giant offers discount, which ranges from 3-20% whereas Big Bazaar has discounts usually on the their-in-store brands rather than the established mega brands.

Questions:

- i) Evaluate the retail format of Big Bazaar and discuss its business strategy. 10

- ii) Identify and analyse the recent challenges faced by Big Bazaar. Suggest strategies to overcome them. 10

- iii) In the context of Big Bazaar retail mix strategy, evaluate the scope for organized retailing in India. 10

MBA

**THEORY EXAMINATION (SEM-IV) 2016-17
RETAILING & DISTRIBUTION MANAGEMENT****Time : 3 Hours****Max. Marks : 100****Note : Be precise in your answer.****SECTION - A****1 Answer the following questions in not more than 30 words each. (2x10 = 20)**

- a) Define 'marketing channels'.
- b) What do you understand by logistics management?
- c) Briefly discuss 'value chain' and its importance.
- d) How is providing assortments an advantageous business activity?
- e) State the elements of Merchandise Management.
- f) Discuss the relevance of warehouse management.
- g) State the factors guiding selection of transport mode in logistics function.
- h) Write a short note on 'horizontal conflict'.
- i) Discuss the major role of an 'infomediary'.
- j) Differentiate between wholesaler and a retailer.

SECTION - B**2 Answer any five questions of the following in 350 words each: (10x5 = 50)**

- a) Discuss the various inventory management tools and techniques. Elucidate the importance of 'inventory management and replenishment' strategies in retailing?
- b) What are the different considerations for designing Store Layout? Elaborate with layout diagram of the store you have seen for 'groceries/FMCG' segment.
- c) What do you understand by 'intermediary empowerment'? Discuss the framework for adoption of IT enabled distribution systems.
- d) By taking case of any car-manufacturer/assembler in India, discuss the objectives and functions of logistics management. How will Logistics Information System and order processing help in gaining competitive advantage in this case?
- e) Discuss Intensive, Selective and Exclusive Distribution with relevant examples. Suggest appropriate distribution intensity for 'automobile', 'apparel' and 'FMCG' segments by plotting a suitable distribution network separately for each.
- f) Explain the forms of warehousing and strategies used in warehouse-management. Also discuss distribution related challenges for logistics management.
- g) 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?
- h) Discuss the forms of organizational buying formats and processes. Present an overview of present Indian retailing scenario.

SECTION - C**Read the following case and answer the questions given at the end.****Case:**

Today Indian Meals provide one of the fastest growing sectors of ready-made meals bought by consumers. Increasingly, UK consumers are growing in sophistication and are seeking a variety of authentic top quality dishes. With increasing disposable income, more and more families want to spoil

themselves by buying up-market recipe dishes. This has provided a considerable opportunity for a quality retailer to capture the top-end of the Indian recipe dish market. Waitrose has therefore made a sound business choice by working closely with Noon Products, a company with the leading reputation in this field. Any business involved in adding value will require: excellent links with suppliers, excellent internal links between activities inside the business organisation; and excellent links with customers.

Waitrose needs to make sure that it gets inputs of the right quality, at the right price and at the right time. For example, a company such as Waitrose will insist that the goods it buys from outside sources meet its own very high standards. If these standards fail to be met it will not deal with that supplier.

Internal links

In order for Waitrose to satisfy its customer needs, good links are essential for every activity within the supply chain. For example, receiving goods from the supplier, storing these goods, unpacking and displaying the goods, selling the goods.

Links with customers

Finally, there needs to be a very close liaison with customers so that the goods can be transferred smoothly to the next stage in the chain with no hold ups or complications. In 1995, Indian ready meals were a multi-million pound business to Waitrose and sales were increasing rapidly. Indian meals made up 40% of all Waitrose's Own Label sales of ready meals. Market research carried out by Waitrose indicated that the time was right for segmenting the Indian ready meal market. Consumers were looking for variety. Over the years they had become increasingly "educated" to the richness and range of Indian meals. Waitrose, therefore, wanted to further develop their partnership with Noon Products to produce a range featuring recipes from four very different regions of India.

Waitrose therefore presented Noon with the following project brief.

"We would like you to develop an exclusive, up-market range of Indian dishes based on regional cuisine. A maximum of 4 regions are required, which would offer a broad spectrum of cooking styles, heat levels and types of dishes. The meals should be inventive and authentic, whilst at the same time presenting a sensible commercial proposition. Each region is to offer a complete menu in itself, i.e. a balanced range of main dishes and accompaniments."

The regions that were chosen provided an exciting and innovative addition to the market. As well as including traditional British favourites such as Madras, innovative new dishes were added from Goa, Punjab and Hyderabad.

Links with Suppliers

Waitrose needs to ensure that it is supplied with the Indian meals it requires, of the right quality, at the right price and at the right time. In a similar way, Noon Products needs to make sure that it gets the ingredients of the right quality at the right price and at the right time. This highlights the international nature of the supply operations. Because Waitrose and Noon Products deal with so many suppliers, they have established highly detailed specifications for launching new products, as well as a detailed technical code of practice for suppliers.

A company such as Waitrose is dependent on its reputation for quality. The "quality management" process requires clear identification of customers and their needs and meeting these needs with products and services which conform to the customers' requirements or are "fit for purpose." It is

essential therefore to build up a strong link with a supplier like Noon Products so that together the two organisations can establish and continually improve on the highest quality standards. In launching the new Indian Meals range Waitrose therefore required Noon to produce a Product File containing all information pertinent to the product development and launch process.

Waitrose has been able to make substantial gains in the Indian recipe dish sector by building a strong partnership with Noon Products, a company which leads the field in its expertise of Indian cuisine. By cleverly diversifying into a range of top quality dishes it has been possible to meet the requirements of a range of consumers. This has been done by ensuring the highest possible quality standards. Quality is a process which involves continuous improvement in food production.

Answer any two of the following questions:

(15x2 = 30)

3. Discuss the role of efficient supply chain in achieving operational success for companies in ready-made meals segment like Waitrose.
4. How could Waitrose maximize efficiency and tighten inventory controls while providing premium service in the delivery of high-end bedding products to retailers?
5. Taking cues from the above case, discuss the role of partnering channel members for success of a new/foreign business venture in highly competitive Indian food/ ready-made meals market.

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MBA

**(SEM IV) THEORY EXAMINATION 2017-18
RETAILING AND DISTRIBUTION MANAGEMENT***Time: 3 Hours**Total Marks: 100*

- Note:** 1. Attempt all Sections. If require any missing data; then choose suitably.
2. Be precise while writing your answers.

SECTION A

1. **Attempt *all* questions in brief.** **2 x 10 = 20**
- a. What are the advantages of E-Tailing?
 - b. What are the issues in Automatic Vending Machines?
 - c. Briefly discuss “value chain” and its importance.
 - d. Differentiate between wholesaler and a retailer.
 - e. What is target market?
 - f. What do you understand by logistics management?
 - g. Write down characteristics of visual merchandise management
 - h. Write four important quality standards used as tools to control retail inventory?
 - i. What is brand and define its role in Retail Management?
 - j. What do you mean by Intermediary Empowerment?

SECTION B

2. **Read the following case study carefully and answer the questions at the end:** **10 x 3 = 30**

Bharti group of Industries has tied up with an International retail chain 'WALMART' to open various cash and carry stores in wholesale segment. To start with, they have opened their first store in Amritsar (Punjab) and now are gradually expanding to other important Tier I and Tier II cities across India. They have appointed you as a consultant to advise them in various decision areas involved in Retail Management and want to seek your advise to ensure success of their operations.

Questions:

- a. What are the merchandise management decisions involved and what advise you will give for category management and planning?
- b. What performance measures you will suggest to measure the performance of their retail outlets?
- c. What Human Resource issues are involved and how these Human resources functions can be addressed? Give a brief account of them?

SECTION C

3. **Attempt any *one* part of the following:** **10 x 1 = 10**

- (a) What are different types of retail formats? And also explain the factors influencing retail formats and location.
- (b) Discuss the various inventory management tools and techniques. Elucidate the importance of „inventory management and replenishment“ strategies in retailing?

4. **Attempt any *one* part of the following:** **10 x 1 = 10**
- (a) What is the difference between service retailing and product retailing? Explain with an example related to retailing in India.
 - (b) What is retail strategy? And explain the strategic retail planning process.
5. **Attempt any *one* part of the following:** **10 x 1 = 10**
- (a) What are the factors which play a significant role in the location choice of a particular store in a particular city?
 - (b) By taking case of any car-manufacturer/assembler in India, discuss the objectives and functions of logistics management. How will Logistics Information System and order processing help in gaining competitive advantage in this case?
6. **Attempt any *one* part of the following:** **10 x 1 = 10**
- (a) “The organized formats in the Indian retail market have been increasing over the last – decade.” what are the emerging trends in organized retailing and its importance in Indian economy?
 - (b) Briefly write about the objectives and strategies of pricing in retail?
7. **Attempt any *one* part of the following:** **10 x 1 = 10**
- (a) Discuss the emerging trends and challenges ahead of Indian retail industry.
 - (b) Explain the meaning of the followings – (i) Merchandise, (ii) Formats of Retailing, (iii) Warehousing, (iv) Channel Conflicts and (v) Bullwhip Effect

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Paper Id:

270217

Sub Code: NMBAMK03

Roll No.

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MBA

**(SEM IV) THEORY EXAMINATION 2018-19
RETAILING AND DISTRIBUTION MANAGEMENT****Time: 3 Hours****Total Marks: 100****Note: 1.** Attempt all Sections. If require any missing data; then choose suitably.**SECTION A****1. Attempt all questions in brief. 2 x 10 = 20**

- a. What do you mean by retailing?
- b. What is meant by distribution in marketing?
- c. How distribution management meets Place value?
- d. What is Disintermediation?
- e. Define the term 'warehousing'?
- f. How cybermediary is important in distribution management?
- g. What is sorting?
- h. How hypermarket is different from convenient store?
- i. What are the different flows in logistics chain?
- j. What do you mean by inbound logistics system?

SECTION B**2. Attempt any three of the following: 10x3=30**

- a. What do you mean by value chain? Explain the role of marketing intermediaries in value addition in value chain.
- b. "Multiple channel system is essential these days". Discuss.
- c. Briefly explain the causes and remedies of Bulwhip effect.
- d. Discuss the Pull and Push strategies of distribution management.
- e. "E-commerce is the future of retailing". Comment.

SECTION C**3. Attempt any one part of the following:**

- a. Briefly discuss the importance and functions of retailers in distribution management.
- b. Explain the importance of information flow in logistics management with example.

4. Attempt any one part of the following:

- a. How much inventory planning is important in distribution management? Explain.
- b. What is channel conflict? How does it affect the performance of distribution management? Explain with example.

5. Attempt any *one* part of the following:

- a. Analyze the various factors responsible for the success of modern retailing in India.
- b. Briefly explain the functions of warehouses in India.

6. Attempt any *one* part of the following:

- a. “Unethical practices in distribution management can damage the smooth functioning of business”. Discuss
- b. Discuss the role of small kirana stores in Indian economic development.

7. Attempt any *one* part of the following:

- a. What do you mean by integrated logistics system? Discuss its strategic role in the context of Indian business environment.
- b. Discuss the merits and demerits of ‘WWW’ format of retailing from customers’ perspective in India.

(Following Paper ID and Roll No. to be filled in your Answer Books)

Paper ID : 270407

Roll No.

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M.B.A.

Theory Examination (Semester-IV) 2015-16

RETAILING & DISTRIBUTION MANAGEMENT

Time : 3 Hours

Max. Marks : 100

Section-A

1. Answer the following questions in not more than 30 words each. (2×10=20)
- (a) Define the concept of retail and discuss the various activities carried out by the retailers.
 - (b) Discuss the concept of multiple channel system with the help of suitable example.
 - (c) Explain the concept of infomediary.
 - (d) What factor should be taken into consideration while deciding a warehouse format for an organisation?

- (e) Explain the situation in which partnering channel relationship is developed.
- (f) Discuss how a company can gain competitive advantage through logistics management with the help of suitable example.
- (g) What role does the Indian Railways play in Indian transport system?
- (h) What value does retailers delivers to the customers?
- (i) Distinguish between Disintermediation and Reintermediation.
- (j) What do you understand by category management?

Section-B

2. Answer any five questions from this section.

(10×5=50)

- (a) What is logistic management? What are various components of logistic management system?
- (b) Explain the functional areas of physical distribution.
- (c) Discuss the role of Internet technology in redefining the distribution system in India.

(2)

- (d) What are the drivers of changing face of retail structure in the developing world, particularly in the context of India?
- (e) Discuss briefly various types of retail formats which are popular in Indian context.
- (f) Define merchandise management. Discuss the merchandise measurement techniques.
- (g) Discuss the evolution of retailing industry in India.
- (h) Why should a manager pay attention to total distribution cost concept while deciding the distribution mix?

Section-C

3. Read the following case and answer the questions given at the end.

The local traders - grains, provisions and dry fruits sellers - have chalked out an interesting strategy to counter the 'mall' from manufactures and passing on the discounts they get in bulk purchases to customers. The shopkeepers has to do a rethink on selling strategies after they lost business to malls like Big Bazaar and Food Bazaar, which sell goods below maximum retail price (MRP).

(3)

To increase their bargaining power vis-a-vis suppliers, the traders have decided to form an association that will be called Ghatkoper Retail, Provision, Kirana, and Dryfruits Merchants Association. The traders' organisation, which will be formally launched in April, promises to protect the interest of the traders as well as the customers. The membership drive is on in full swing and the response is encouraging.

So far, we have enlisted the support of 100 traders from the suburb, 'says Amubhai Ghelani, proprietor of Ghelani Stores in hingwala Lane. Ghelani says once the association is in place, the traders will not be at the mercy of suppliers. He further says that malls like Big Bazaar are able to sell the products at the lower prices because the MNCs and corporate sell them the product at discounted rates. 'We don't get the products at lower rates and so we cannot pass on the benefits to our customers,' he explains. With more than 100 member already enlisted, the traders are working on the finer points of the scheme for retaining customers. 'The association will place orders with suppliers on behalf of all the traders. Since the order will place in bulk, the cost price will decrease and we will pass this benefit to our customers,' says Vinod Chedda of Food Spot on Tilak Road. Once the plan is in place, Ghelani expects to sell branded products at the rates that are 2-8% lower than the present rates. Citing one example, Ghelani says, 'If small traders buy a product of worth Rs. 100 from suppliers, the same will cost only RS. 80 if purchased in bulk.' Commenting

on the benefits a trader can derive from this association, Ghelani says, 'Apart from benefiting loyal customers, the association will be in better position to take up disputes with suppliers and major companies. A lone trader does not have the will or the resources to fight his case.' The association will be a blessing in disguise for the traders, 'says Chedda. He explains that often manufacturers decline to take responsibility for damaged or faulty products that have been sold to customers. 'This tarnishes the images of the traders, though he is not directly responsible for the fault. The association will take up the issue with manufacturers on behalf of retailers. With respect to Mumbai, with the presence of Giant Hypermarket, which is also competing on the price platform, Big Bazaar is experiencing a competition from similar kind of retail format. Discount stores in Mumbai are wooing the value - for - money - oriented consumers.

Whilst Big Bazaar's positioning has been "Isse sasta aur kahin nahin" (Nowhere else you get it cheaper). Giant's positioning is 'Bada Choice Chota Price' (Big choice small price). However, both appear to claim to be the cheapest but neither is planning to cut prices on any of its line to attract customers' from the others. That's probably because of the different locations that they are in - Lower Parel and Malad, respectively.

Giant offers maximum reduction on food items, sanitation products, and apparels. The reduction ranges between 10-

15%. Big Bazaar on the other hand gives more discounts on buckets, luggage, and non-stick cookware's, all of which, it claims, are around 15-20% cheaper. In the apparel Section, it claims prices are lower by 50%. 'Our proposition, 'Isse sasta aur kahin nahin' encapsulates our business model of a discount store concept which our customers have accepted,' said the marketing manager, Big Bazaar. 'Our model is a high volume, low margin business, more of a mass - market model,' said the marketing manager, Giant Hypermarket. Giant offers discount, which ranges from 3-20% whereas Big Bazaar has discounts usually on the their-in-store brands rather than the established mega brands.

Questions:

- i) Evaluate the retail format of Big Bazaar and discuss its business strategy. 10

- ii) Identify and analyse the recent challenges faced by Big Bazaar. Suggest strategies to overcome them. 10

- iii) In the context of Big Bazaar retail mix strategy, evaluate the scope for organized retailing in India. 10

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MBA

**THEORY EXAMINATION (SEM-IV) 2016-17
RETAILING & DISTRIBUTION MANAGEMENT**

Time : 3 Hours

Max. Marks : 100

Note : Be precise in your answer.

SECTION - A

1 Answer the following questions in not more than 30 words each. (2x10 = 20)

- a) Define 'marketing channels'.
- b) What do you understand by logistics management?
- c) Briefly discuss 'value chain' and its importance.
- d) How is providing assortments an advantageous business activity?
- e) State the elements of Merchandise Management.
- f) Discuss the relevance of warehouse management.
- g) State the factors guiding selection of transport mode in logistics function.
- h) Write a short note on 'horizontal conflict'.
- i) Discuss the major role of an 'infomediary'.
- j) Differentiate between wholesaler and a retailer.

SECTION - B

2 Answer any five questions of the following in 350 words each: (10x5 = 50)

- a) Discuss the various inventory management tools and techniques. Elucidate the importance of 'inventory management and replenishment' strategies in retailing?
- b) What are the different considerations for designing Store Layout? Elaborate with layout diagram of the store you have seen for 'groceries/FMCG' segment.
- c) What do you understand by 'intermediary empowerment'? Discuss the framework for adoption of IT enabled distribution systems.
- d) By taking case of any car-manufacturer/assembler in India, discuss the objectives and functions of logistics management. How will Logistics Information System and order processing help in gaining competitive advantage in this case?
- e) Discuss Intensive, Selective and Exclusive Distribution with relevant examples. Suggest appropriate distribution intensity for 'automobile', 'apparel' and 'FMCG' segments by plotting a suitable distribution network separately for each.
- f) Explain the forms of warehousing and strategies used in warehouse-management. Also discuss distribution related challenges for logistics management.
- g) 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?
- h) Discuss the forms of organizational buying formats and processes. Present an overview of present Indian retailing scenario.

SECTION - C

Read the following case and answer the questions given at the end.

Case:

Today Indian Meals provide one of the fastest growing sectors of ready-made meals bought by consumers. Increasingly, UK consumers are growing in sophistication and are seeking a variety of authentic top quality dishes. With increasing disposable income, more and more families want to spoil

themselves by buying up-market recipe dishes. This has provided a considerable opportunity for a quality retailer to capture the top-end of the Indian recipe dish market. Waitrose has therefore made a sound business choice by working closely with Noon Products, a company with the leading reputation in this field. Any business involved in adding value will require: excellent links with suppliers, excellent internal links between activities inside the business organisation; and excellent links with customers.

Waitrose needs to make sure that it gets inputs of the right quality, at the right price and at the right time. For example, a company such as Waitrose will insist that the goods it buys from outside sources meet its own very high standards. If these standards fail to be met it will not deal with that supplier.

Internal links

In order for Waitrose to satisfy its customer needs, good links are essential for every activity within the supply chain. For example, receiving goods from the supplier, storing these goods, unpacking and displaying the goods, selling the goods.

Links with customers

Finally, there needs to be a very close liaison with customers so that the goods can be transferred smoothly to the next stage in the chain with no hold ups or complications. In 1995, Indian ready meals were a multi-million pound business to Waitrose and sales were increasing rapidly. Indian meals made up 40% of all Waitrose's Own Label sales of ready meals. Market research carried out by Waitrose indicated that the time was right for segmenting the Indian ready meal market. Consumers were looking for variety. Over the years they had become increasingly "educated" to the richness and range of Indian meals. Waitrose, therefore, wanted to further develop their partnership with Noon Products to produce a range featuring recipes from four very different regions of India.

Waitrose therefore presented Noon with the following project brief.

"We would like you to develop an exclusive, up-market range of Indian dishes based on regional cuisine. A maximum of 4 regions are required, which would offer a broad spectrum of cooking styles, heat levels and types of dishes. The meals should be inventive and authentic, whilst at the same time presenting a sensible commercial proposition. Each region is to offer a complete menu in itself, i.e. a balanced range of main dishes and accompaniments."

The regions that were chosen provided an exciting and innovative addition to the market. As well as including traditional British favourites such as Madras, innovative new dishes were added from Goa, Punjab and Hyderabad.

Links with Suppliers

Waitrose needs to ensure that it is supplied with the Indian meals it requires, of the right quality, at the right price and at the right time. In a similar way, Noon Products needs to make sure that it gets the ingredients of the right quality at the right price and at the right time. This highlights the international nature of the supply operations. Because Waitrose and Noon Products deal with so many suppliers, they have established highly detailed specifications for launching new products, as well as a detailed technical code of practice for suppliers.

A company such as Waitrose is dependent on its reputation for quality. The "quality management" process requires clear identification of customers and their needs and meeting these needs with products and services which conform to the customers' requirements or are "fit for purpose." It is

essential therefore to build up a strong link with a supplier like Noon Products so that together the two organisations can establish and continually improve on the highest quality standards. In launching the new Indian Meals range Waitrose therefore required Noon to produce a Product File containing all information pertinent to the product development and launch process.

Waitrose has been able to make substantial gains in the Indian recipe dish sector by building a strong partnership with Noon Products, a company which leads the field in its expertise of Indian cuisine. By cleverly diversifying into a range of top quality dishes it has been possible to meet the requirements of a range of consumers. This has been done by ensuring the highest possible quality standards. Quality is a process which involves continuous improvement in food production.

Answer any two of the following questions:

(15x2 = 30)

3. Discuss the role of efficient supply chain in achieving operational success for companies in ready-made meals segment like Waitrose.
4. How could Waitrose maximize efficiency and tighten inventory controls while providing premium service in the delivery of high-end bedding products to retailers?
5. Taking cues from the above case, discuss the role of partnering channel members for success of a new/foreign business venture in highly competitive Indian food/ ready-made meals market.

06

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 7153

Roll No.

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M.B.A.

(SEMESTER-IV) THEORY EXAMINATION, 2011-12

RETAIL MANAGEMENT

Time : 3 Hours]

[Total Marks : 100

Note : Attempt questions from **all** Sections as directed.

Section – A

1. Answer **all** ten questions. All questions carry equal marks. **10 × 2 = 20**
- (a) What are catalog shops ?
 - (b) What is a multi channel strategy ?
 - (c) Explain quality and distance theory of retail location.
 - (d) What is cross merchandising ?
 - (e) Explain category captain.
 - (f) What are loss leader schemes of retailers ?
 - (g) What is mystery shopping ?
 - (h) What is direct selling ?
 - (i) What is trading area analysis ?
 - (j) What is visual merchandising ?

Section – B

2. Answer any **three** of the following questions. **3 × 10 = 30**
- (a) What are the various retailing formats available to a retailer dealing in branded Apparels ? Is it possible to do a relative grading of those formats ? If yes, how ?
 - (b) How does the use of technology enhances the efficiency of retail business ? Identify the areas of benefits and limitations.
 - (c) Discuss the importance of locational decisions in retailing. What are the factors affecting location choice in a particular city ?
 - (d) Explain the objectives of merchandising. What are the considerations a retailer should keep in mind while merchandise planning ?
 - (e) Are the factors used in price fixation same or different in case of a manufacturer and retailer ? Explain. Also discuss the popular pricing methods available to a retailer.

Section – C

Answer the following questions in not more than **500** words.

5 × 10 = 50

3. Non-store retailing is surpassing and growing faster than store retailing. Explain with a example of your choice.

OR

What are the major objectives of promoting and communicating a retail store in today's rapidly changing market environment ?

4. Discuss the importance of category management as a strategic tool for growth and profit maximization with a suitable example.

OR

Discuss the major retailing decisions that a retailer should consider while developing and implementing his marketing plans. Illustrate with a suitable example.

5. Customer Service is a key in success of organized retail. Propose a customer service model for an organized retail operating in food retail.

OR

Brick and mortar stores are gradually giving way to virtual stores. How far do you agree with the statement ? Discuss with a suitable example.

6. Food retailing is an emerging market in India. Discuss the strategies adopted by international food retailer McDonalds for grabbing Indian market.

OR

How the knowledge of consumer does help a retailer in the formulation of business strategies ? Discuss with special reference to international retailing.

7. Write short notes on any **two** of the following :

- (i) Store Atmospherics
- (ii) Key issues in retail financial management
- (iii) Trends in international retailing
- (iv) Factors influencing the Human Resource Decisions in retailing.

5. Attempt any two parts of the following : (2x10=20)

- (a) "Shopping in world store is the same as shopping in our mom and pop store." Do you agree ? Discuss this while stating the difference between the two.
- (b) "Culture is some thing which is the most crucial factor which should be considered while entering a foreign market." Discuss this statement with references to a real life example from your environment.
- (c) What are loyalty programmes ? What purpose do they serve in the overall retail business ? Can they be instrumental in defining the success of an multinational retailer ? Explain.

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(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 7153 Roll No.

MBA

(SEM IV) EVEN SEMESTER THEORY EXAMINATION,
2009-2010

RETAIL MANAGEMENT

Time : 3 Hours

Total Marks : 100

Note : (i) Attempt ALL questions.

(ii) All questions are Compulsory.

1. Attempt any four parts of the following : (4x5=20)

- (a) Define retailing. Discuss the scope and prospects of retail sector in the Indian context, describing the drivers of growth of retailing in the country.
- (b) "Building a relationship in retailing is the building block for success." Discuss.
- (c) What are the stages of consumer decision making and their impact on retail strategies ? Explain with suitable examples.
- (d) "Organized retail has massive potential for growth in the Indian market but there are a number of impediments in its way to success". Discuss the various structural changes that would be required for the growth of the Indian retailer sector.

- (e) "To understand a customer is difficult and to sell a product to him is all the more difficult." Discuss this statement with the help of highlighting the importance of retailing.
- (f) "The retail sector in India is at its nascent stage, many steps are required to be taken by the government." Discuss.

2. Attempt any two parts of the following : (2x10=20)

- (a) "The growing intensity of retail competition due to emergence of new formats and technology plus shifts in customers needs in forcing the retailer to devote more attention to long term strategic planning." Keeping this statement in consideration, discuss the strategic planning process of retailing in detail.
- (b) "The organized retailing is only about 2 - 3% in India, the scope of its growth is very high that's why organized retailers like Walmart are entering in India." In the light of this statement highlight the various methods through which organized retailers are entering various countries.
- (c) "The success of retails hangs on one factor, customer satisfaction and store layout is essential to create it." In the light of the statement discuss the various retail store layouts in detail, with reference to customer satisfaction.

3. Attempt any two parts of the following : (2x10=20)

- (a) "Location, location, location" is the major factor leading to a retail firm's success or failure. Explain.
- (b) "Retailers come up with new and innovative ideas of promotions to maintain a strong foothold in the market". Discuss the various promotional methods available to retailers in India.
- (c) "Location is typically the prime consideration in the customers store choice decision." Discuss. How would you analyze the retail trading area ?

4. Attempt any two parts of the following : (2x10=20)

- (a) "Excellent customer service is the key to sustaining a competitive advantage in retailing." Critically evaluate this statement with the help of GAP model for improving customer service.
- (b) "EDLP is used by many retailers like Walmart, which is actually one of the most crucial strategies which has defined its success." Do you think that such strategy can be used by or is used by any Indian retailer ? Discuss various pricing strategy options available to retailers.
- (c) "The HR is as essential as the product assortment and variety as they are the last link with the customers." Correlate the various aspects of human resource management with retailing in detail.

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 7153

Roll No.

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MBA.

(SEMESTER-IV) THEORY EXAMINATION 2012-13

RETAIL MANAGEMENT

Time : 3 Hours]

[Total Marks : 100

Section – A

1. Answer all ten questions in 50-75 words. All questions carry equal marks : $10 \times 2 = 20$
- What is retailing ?
 - What is organized & unorganized retailing ?
 - What is multi brand retailing ?
 - What is merchandizing ?
 - Explain different types of retail outlets.
 - What is mega store ?
 - What is hypermarket ?
 - What is direct marketing ?
 - What is branding ?
 - What is web store ?

Section – B

2. Answer any three of the following questions in not more than 200 words : $3 \times 10 = 30$
- Discuss the various functions of retailing.
 - How targeting customer in retail business is different from traditional product marketing ?
 - Discuss the process of selection of store location for retail outlet.
 - Explain the Web, Non store-based and other Forms of Non Traditional Retailing.
 - Discuss the factors used in branding, also discuss the differences of branding process of a manufacturer and retailer.



Section – C

Answer the following questions in not more than 500 words :

5 × 10 = 50

3. Discuss the emerging issues of Indian retail Industry.

OR

What are the effects of technological changes on Modern retail Industry & how these changes adopted in Indian retail Industry ?

4. Discuss the information management system in retail industry with a suitable example.

OR

Discuss the major differences between manufacturer & retailer in developing & implementing a marketing plan. Illustrate with a suitable example.

5. How best service quality is a key of success in modern retail industry ? Explain with a suitable example.

OR

Discuss factors influencing the Human Resource Decisions in retailing & also discuss & how it works in Indian retail Industry.

6. Discuss the strategies adopted by BIG BAZAR to grow in Indian Market.

OR

Discuss future of Indian retail Industry. What would be effect of multi brand retailing on Indian unorganized traditional business ?

7. Write short notes on any two of the following :

- (a) Store Management
- (b) Process of communication in Indian retail Industry
- (c) Effect of International retailing on Indian retail Industry
- (d) Food retailing in India



Printed Pages : 2

MBA-MK – 4

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 7039

Roll No.

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M. B. A.

(SEM. IV) EXAMINATION, 2006-07

RETAIL MANAGEMENT

Time : 3 Hours]

[Total Marks : 100

- Note :*
- (1) Attempt all questions.*
 - (2) All questions carry equal marks.*

- 1** Attempt any **two** of the following : **10×2=20**
- (a) Define retailing considering it from various perspective and demonstrate its impact.
 - (b) Explain the steps in strategic planning for retailers.
 - (c) Describe how both customer relationships and channel relationships may be nurtured in today's highly competitive marketplace, with a special emphasis on the customer base, customer service, customer satisfaction, and loyalty programs.
- 2** Attempt any **two** of the following : **10×2=20**
- (a) Classify retailers on the basis of ownership type and examine the characteristic of each.
 - (b) Discuss with suitable examples some ways in which retail strategy mixes are involved.
 - (c) Describe the emergence of electronic retailing through the world wide web. Also discuss two other non-traditional forms of retailing video kiosks and airport retailing.

V-7039]

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- 3** Attempt any **two** of the following : **10×2=20**
- (a) Describe the differences between the various pricing strategies available to the retailer.
 - (b) What are the issues most critical to managing retail services ? Support your answer with a suitable example.
 - (c) Describe the various management problems involved in retail selling, salesperson selection and training and evaluation.
- 4** Attempt any **two** of the following : **10×2=20**
- (a) Examine the role of the retail information system, its components, and the recent advances in such a system.
 - (b) What are the different criterion to be considered for evaluating general retail locations and the specific sites within them ?
 - (c) What are the pros and cons of opening at a retail site where other retailers have recently failed? What plans would you develop and implement for such a venture ?
- 5** Answer any **two** of the following : **10×2=20**
- (a) How does cultural factors effect the choice of retail location in International markets ?
 - (b) In the content of international retailing, how would the type of customers affect the level of customer service a retailer should offer? Should a retailer seek to meet or exceed a competitor's level of customer service?
 - (c) 'Smaller local retailers face a threat for survival from international retailers.' How far do you agree with this statement? What future do Indian retailers hold in this changing scenario?



Printed Pages : 2

MBA – MK – 4

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 7039

Roll No.

M. B. A.

(SEM. IV) EXAMINATION, 2008-09

RETAIL MANAGEMENT

Time : 3 Hours]

[Total Marks : 100

- Note :**
- (1) Attempt all questions.
 - (2) All questions carry equal marks.

1 Write short notes on any **four** parts of the following : **5×4=20**

- (a) What would be the social and economic impact of retail development in India?
- (b) Define formats. Describe store-based formats and differentiate them.
- (c) What is retailing? Enlist the retail activities carried out by retailers.
- (d) Discuss the strategic planning process in retail.
- (e) Discuss the reasons for the success of franchising as retail model.
- (f) How Indian retailing is different from International retailing? Discuss the challenges being faced by Indian retailers.

2 Attempt any **two** parts of the following: **10×2=20**

- (a) Enumerate the process of trading area analysis. Describe the importance of traffic pattern and competition in detail.



- (b) "Knowledge of consumer behaviour is essential for the success of retail strategies." Elaborate the statement in Indian context.
- (c) Discuss the importance of space planning in retail.

3 Attempt any **two** parts of the following: 10×2=20

- (a) "Success in a retail environment largely depends on the workforce". Critically examine.
- (b) Which part of the operations value chain offers the opportunity for outsourcing to the retailers?
- (c) What are some of the measures and metrics that are commonly used by the retailer to monitor performance?

4 Attempt any **two** of the following : 10×2=20

- (a) Discuss the critical need for common data and communication standards to support the retail industry.
- (b) Discuss the different pricing strategies used by the retailers.
- (c) Identify the drivers guiding retailers merchandise mix in a specific catchment area.

5 Attempt any **two** of the following: 10×2=20

- (a) Discuss the factors which are helpful for Indian retailers to build a global business.
- (b) Critically evaluate the relevance of cultural diversity in establishing retail outlet globally.
- (c) Identify the difference in shopping experience of a consumer at a local retail outlet and chain of international retail outlet.



Printed Pages : 3



MBAMK04

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 270466

Roll No.

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M. B. A.

**(SEM. IV) THEORY EXAMINATION, 2014-15
RETAIL MANAGEMENT**

Time : 3 Hours]

[Total Marks : 100

- Note :**
- (i) Attempt all questions
 - (ii) All questions are compulsory

1 Attempt any four parts of the following: 4×5=20

- (a) Define retailing considering it from various perspectives and demonstrate its impact.
- (b) Recent advances in IT have resulted in the possibility of new advances in home shopping and the delivery of services direct to the consumer on information 'super highway'. Do these advances spell the death knell for the traditional store based retailer?
- (c) Among different types of retail stores, which ones do you think have been or would be most successful in foreign countries? Which ones have been or would be unsuccessful in other countries? Explain.

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- (d) What structural change do you think is required for growth of retail industry in India?
- (e) Explain why strategic planning is important and describe strategic retail planning process?
- (f) “Knowledge of consumer behaviour is essential for the success of retail strategies”. Elaborate.

2 Attempt any two parts of the following: **2×10=20**

- (a) What are the different criterion to be considered for evaluating general retail locations and the specific sites within them?
- (b) Describe the emergence of electronic retailing through the World Wide Web. Also discuss two other non-traditional forms of retailing video kiosks and airport retailing.
- (c) Describe the marketing research process in retailing.

3 Attempt any two parts of the following: **2×10=20**

- (a) Elaborate on the significance of locational decisions for an upcoming construction specialty mall coming up in your neighbourhood.
- (b) Explain various factors influence the interior design and layout of the store.
- (c) What is the importance of store design and layout in retailing? What strategies would you suggest for an apparel retailer?

- 4 Attempt any two parts of the following: **2×10=20**
- (a) “Shopping in the world store is the same as shopping in our mom & pop store” Do you agree. Discuss this while stating the difference between the two.
 - (b) “Merchandise management consists of buying handling & financial aspects of merchandising.” Discuss.
 - (c) “Success in a retail environment largely depends on the workforce”. Critically examine.
- 5 Attempt any two parts of the following: **2×10=20**
- (a) Retail Information system plays a vital role in cost and inventory optimization. Critically examine.
 - (b) “Culture of the most country plays an important role in success of the retail organization”. Comment.
 - (c) How Indian retailing different from International retailing? Discuss the challenges faced by Indian retailers.
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Printed Pages : 3

MBA-MK – 4

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 7039

Roll No.

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M.B.A.

(SEM. IV) EXAMINATION, 2006-07

RETAIL MANAGEMENT

Time : 3 Hours]

[Total Marks : 100

Notes : (i) Attempt all questions.

(ii) All questions carry equal marks.

1 Write short notes on any **four** parts of the **5×4=20** following :

- (a) What do you mean by Retailing as a sales activity ? Discuss its functions.
- (b) Indian retail industry is fast shifting from inorganised to organised format. What factors do you think are responsible for this shift ?
- (c) Develop a plan for a big corporate wanting to enter into retail chain of restaurants.
- (d) How marketing structure is changing in India due to influence of retailing in last few years ? – Explain.

VB-7039]

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- (e) "Strategic planning in a tool for effective marketing and distribution of goods and services." – Explain.
- (f) "The mall culture is growing very fast in India due to boom in retailing industry." – Explain.

2 Attempt any **two** parts of the following : **10×2=20**

- (a) Effective communication with customers at retail end is very important, hence careful use of point of sale material by retailer is a must. Critically evaluate the statement.
- (b) Proper application of the concept of Segmentation, Targeting and Positioning be adopted for selection of retailer by the manufacturer. – Explain.
- (c) Discuss nontraditional forms of retailing.

3 Attempt any **two** parts of the following : **10×2=20**

- (a) What factors need to be taken into consideration while selecting people in a retail organisation ?
- (b) Service Quality perception plays an important role in retail success. Analyse the statement in light of SERVQUAL model of service quality.
- (c) How do you think can branding help in growth of retail industry ?

VB-7039]

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4 Attempt any **two** of the following : **10×2=20**

- (a) What do you mean by out of store retailing ?
Differentiate this with instore regular retailing.
- (b) How is pricing decision taken in retailing ?
- (c) Retail information systems consists of various subsystems. What are they and how do they work ?

5 Attempt any **two** of the following : **10×2=20**

- (a) What factors need to be considered for going global in retailing ?
 - (b) KFC failed and Wal Mart had to wait long for its entry into India. Explain the reasons in view of the factors of internationalisation.
 - (c) How should Indian retail industry prepare itself for competition from international giants ?
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Printed Pages : 3



MBAMK03

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 270465

Roll No.

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M. B. A.

(SEM. IV) THEORY EXAMINATION, 2014-15
SALES & DISTRIBUTION MANAGEMENT

Time : 3 Hours]

[Total Marks : 100

- 1 Attempt any four parts of the following: [5×4=20]
- Explain 'zone of indifference' with examples related to conflict management.
 - "Estimating the cost of distribution is a herculean task". Comment.
 - "There is no uniform way of forming a compensation plan across industries, however, sales organizations can take into account various factors that are important in designing the sales force compensation plan." Elaborate it by suitable examples from industry.
 - What is simulation and how is it used for training the sales force?
 - Should applicants be selected on the basis of personality or on the basis of ability? Justify your answer.
 - Explain the role of sales management in marketing function.

- 2 Attempt any two parts of the following : [10×2=20]
- (a) "Demonstration means pointing at clearly the quality and features of the product and proving them with certainty." Justify the given statement with significance of demonstration.
 - (b) Design and develop a suitable sales forecasting method for automobile industry. Discuss its advantages.
 - (c) "A sales budget tries to optimize profits by accommodating customer services activities and incurring expenses to acquire new business." Illustrate this statement by explaining the factors to be considered while preparing sales budget.
- 3 Attempt any two parts of the following : [10×2=20]
- (a) Many companies recruit competitors' sales force. The sales manager of these companies have a feeling that let the competitor to the training and they can hire the trained sales force by paying an additional salary. Is this ethical? Does this make good business sense.
 - (b) Is it possible to conduct an interview with a computer in place of a human interviewer? What are the advantages and disadvantages of using a computer for conducting interviews in place of human beings? What problems does a recruiter face while interviewing through computer?
 - (c) Is every organization is a cultural shock for a new employee? How should a company design a training program to reduce cultural shock among its new employee?

- 4 Attempt any two parts of the following : [10×2=20]
- (a) Suppose a new FMCG company is trying to distribute its products directly to its consumer. What would be the major hurdles if this strategy is followed? Discuss its advantages and disadvantages.
 - (b) What are the major contributions of distribution channels to a society? Is it possible to imagine a society without distribution channels? Elaborate.
 - (c) "Designing a customer —oriented channel starts with the analysis of the service demands of the customer segment sought to be targeted by the channel." Discuss the statement with the help of examples of various products or services and also explain the channel design process.
- 5 Attempt any two parts of the following : [10×2=20]
- (a) "Channel conflict is defined as a situation where one channel member perceives the behavior of another channel member to be impeding the attainment of its goals or its effective functioning." Discuss the statement by explaining the possible methods to eliminate all types of conflicts.
 - (b) Design and develop the policies and methods for selecting a distribution channel in India for consumer electronic product. Justify your answer.
 - (c) Explain the significance of a specific influence strategy for channel management. At any time does a channel principal possess the authority to use any kind of influence strategy? If not, why?



(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 7038

Roll No.

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M.B.A.

(SEM. IV) EXAMINATION, 2008-09

SALES AND DISTRIBUTION MANAGEMENT

Time : 3 Hours]

[Total Marks : 100

- Note :**
- (1) Attempt **all** questions.
 - (2) All questions carry equal marks.

1 Write short notes on any **four** of the following : **5×4=20**

- (a) Role of Sales Manager
- (b) Process of personal selling
- (c) Difference between marketing and selling
- (d) Selling and buying styles
- (e) Role of Personal selling
- (f) Salesmanship.

(a) Define Sales forecasting and discuss its objectives and importance. **10**

(b) "The sales budget is the pivot of budgetary control". Discuss the statement and the method of its preparation. **10**

OR

(a) What do you understand by sales territories? **10**
Explain the advantage of allocation of territories.



(b) What is sales budget? Discuss the principle factors that must be taken into an account while preparing a sales budget. 10

- 3 (a) How motivation, evaluation, and compensation are related to each other? Briefly discuss the alternative models of sales force compensation. 10
- (b) What are major activities involved in planning sales personnels needs of an organization? 10

OR

(a) Discuss the process of developing a sales organization. Which factors affect the size of the sales organization? 10

(b) How can training needs of sales persons be identified? How do the learning styles of sales persons affects the design of the sales training programme? 10

- 4 (a) Do you think that channel participation also have power? If yes, then how do the retailers power differ from that of the wholesaler? 10
- (b) Discuss the factors considered while deciding the distribution channel for an organization. 10

OR

(a) How 'sales and distribution' functions are complementary to each other? Discuss with suitable example. 10

(b) Differentiate between primary and specialized distribution.

5 Write notes on any two of the following: 10×2=20

- (a) Reasons for channel conflicts.
- (b) Selection of distributors
- (c) Functions performed by channel members.



(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 7152

Roll No.

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M.B.A.

(SEM IV) EVEN SEMESTER THEORY EXAMINATION,
2009-2010

SALES AND DISTRIBUTION MANAGEMENT

Time : 3 Hours

Total Marks : 100

Note : (i) *Attempt ALL questions.*

(ii) *All questions carry equal marks.*

1. Write short notes on any four of the following : (4x5=20)

- (a) Good selection promotes cost savings. Comment.
- (b) What do you mean by socialisation and assimilation in hiring process ?
- (c) Define the benefits of a good territory design.
- (d) Define the purpose of sales budget.
- (e) Explain the steps involved in designing a compensation plan.
- (f) Define AIDAS theory.
- (g) What are the non-financial compensation plan ?

2. (a) What are the advantages and disadvantages of using prepared, or canned sales presentations? Give examples of when using a canned presentation might be better than using a less structured presentation. (10)
- (b) "The amount and kind of developmental selling depends upon the natures of prospects and customers and the nature of product". Explain. (10)

OR

- (a) "Sales forecasting is a very difficult task, thus sales managers are equipped with some guidelines to enhance the accuracy of the sales forecast". In the light of the above statement explain sales forecasting and its guiding principles. (10)
- (b) What is the 80-20 principle, and how does it apply to sales performance evaluation? Also explain the reasons for mis-directed efforts. (10)
3. (a) "Performance evaluation is a part of marketing audit". Comment. Also explain how the evaluation system be used to direct the efforts of sales people? (10)
- (b) What can management do to reduce a salesperson's : (10)
- (i) Role ambiguity?
- (ii) Role conflicts?

OR

- (a) "Sales quota explains how much and for what period?" Explain. Also explain the various types of quotas and procedure involved in setting each of them. (10)
- (b) "Sales force management is a same as general personnel management but somewhat specialised. Comment on the statement and explain the activities involved in sales force management. (10)
4. (a) Sales contests offer incentives beyond the compensation plan. Explain the importance of sales contest and the objections associated with it. (10)
- (b) Explain in detail the distribution channel strategy. Also explain the various kinds of distribution policies based on the attributes of objectives, customers and marketing orientation. (10)

OR

- (a) What factors influence the choice of channel decisions? Also define the participants involved in the channel system. (10)
- (b) Explain the importance of channel distribution and differentiate between direct and indirect marketing channel. (10)
5. Write short notes on any two of the following : (2x10=20)
- (a) Selection procedure.
- (b) Routing and scheduling sales personnel.
- (c) Sales contest.

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(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 7152

Roll No.

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M.B.A.

**(SEM. IV) THEORY EXAMINATION 2010-11
SALES & DISTRIBUTION MANAGEMENT**

Time : 3 Hours

Total Marks : 100

Note : Attempt all questions.

1. Attempt any **four** parts of the following : **(5×4=20)**
 - (a) Discuss the role of sales managers.
 - (b) What are the qualities of a successful salesman ?
 - (c) Explain the different techniques of sales forecasting.
 - (d) How do sales managers organize the sales field force ?
 - (e) What is motivation ? And how sales managers motivate the sales force ?
 - (f) Discuss the role of Primary Distributors.

2. Attempt any **two** parts of the following : **(10×2=20)**
 - (a) Explain the concept of personal selling. How personal selling differs from advertising ?
 - (b) "Sales forecasting is an effective tool to achieve organizational objectives". Highlight the importance of the above statement.

(c) What do you mean by Sales Budget ? Discuss the importance of Sales budget in the organization.

3. Attempt any two parts of the following : (10×2=20)

(a) Explain the methods of designing sales territories. Highlight the importance of sales territories.

(b) Describe the techniques used by an organization for selecting its sales force.

(c) Describe the methods of Sales training programme and also explain the different types of compensation plans used by organizations.

4. Attempt any two parts of the following : (10×2=20)

(a) Critically examine the role of sales and distribution network in framing the destiny of an organization.

(b) What are the different channels of the distribution of goods ? And how a manufacturer will select any one of them ?

(c) What do you mean by Channel design ? Explain the various distribution policies and strategies.

5. Attempt any two parts of the following : (10×2=20)

(a) "Distribution management is a vital aspect for capturing the market". Justify the statement.

(b) Why manufacturers are intermediaries ? Discuss the role of intermediaries in distribution channel.

(c) What do you mean by channel conflict ? How can they be resolved ?

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 7152

Roll No.

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M.B.A.

(SEMESTER-IV) THEORY EXAMINATION 2012-13

SALES & DISTRIBUTION MANAGEMENT

Time : 3 Hours]

[Total Marks : 100

Section – A

1. Answer all ten questions in 50-75 words. All questions carry equal marks. $10 \times 2 = 20$
- (a) What is Sales Budget ?
 - (b) What is POP ?
 - (c) What is Superstore ?
 - (d) What is Territory ?
 - (e) What is Sales Quota ?
 - (f) What is Multi Brand Outlet ?
 - (g) What is Multichannel marketing system ?
 - (h) What are combination stores ?
 - (i) Who are rack jobbers ?
 - (j) What do you mean by Straight Salary Compensation Plan ?

Section – B

2. Answer any three of the following questions in not more than 200 words : $3 \times 10 = 30$
- (a) "Sales is the only function generating revenue, rest all incur cost." Explain.
 - (b) What are different techniques of Sales forecasting ?
 - (c) Explain the steps involved in design of distribution channel.
 - (d) What are the types of control of distribution channel ?
 - (e) What special care is requirement in recruitment of sales personnel ?



(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 7152

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M.B.A.

(SEMESTER-IV) THEORY EXAMINATION 2012-13

SALES & DISTRIBUTION MANAGEMENT

Time : 3 Hours]

[Total Marks : 100

Section – A

1. Answer all ten questions in 50-75 words. All questions carry equal marks. $10 \times 2 = 20$
- What is Sales Budget ?
 - What is POP ?
 - What is Superstore ?
 - What is Territory ?
 - What is Sales Quota ?
 - What is Multi Brand Outlet ?
 - What is Multichannel marketing system ?
 - What are combination stores ?
 - Who are rack jobbers ?
 - What do you mean by Straight Salary Compensation Plan ?

Section – B

2. Answer any three of the following questions in not more than 200 words : $3 \times 10 = 30$
- “Sales is the only function generating revenue, rest all incur cost.” Explain.
 - What are different techniques of Sales forecasting ?
 - Explain the steps involved in design of distribution channel.
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Printed Pages : 3



MBAMK03

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M. B. A.

(SEM. IV) THEORY EXAMINATION, 2014-15
SALES & DISTRIBUTION MANAGEMENT

Time : 3 Hours]

[Total Marks : 100

- 1 Attempt any four parts of the following: [5×4=20]
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Printed Pages : 2

MBA-MK – 3

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 7038

Roll No.

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M. B. A.

(SEM. IV) EXAMINATION, 2006-07

SALES & DISTRIBUTION MANAGEMENT

Time : 3 Hours]

[Total Marks : 100

Note : Attempt all questions. All questions carry equal marks.

- 1 (a) Define sales management. What role does sales management play in the marketing functions? **10×2**
- (b) Discuss the major components of personal selling and explain how the sales management achieves personal selling objectives through personal strategy?

OR

- 1 (a) Discuss the changing role of personal selling. How can a sales person confront an objection in a sales presentation ? **10×2**
- (b) How would you handle these objections raised at the end of a sales presentation?
- (i) The price is too high
- (ii) Your warranty period is too short
- (iii) I do not want to do business with your firm.

- 2 (a) What major factors do organisations consider while designing sales territories? **10×2**
(b) What do you understand by a sales budget? Explain the various steps in preparing a sales budget.

OR

- 2 (a) What functions do quotas perform and why are they so important to a firm? **10×2**
(b) Which method would be suitable to forecast the sale of a new brand of tetra pack fruit juice for the Indian market? Why?
- 3 (a) Discuss the role of psychological testing in the selection process for sales people. **10×2**
(b) How do you prepare job description for sales representatives in an MNC?

OR

- 3 (a) What are the advantages and disadvantages of a straight salary compensation plan? **10×2**
(b) Discuss the importance of non-financial incentive in motivating the sales person.
- 4 Attempt any **two** parts of the following : **10×2**
(a) In what ways do the 'sales' and 'distribution' function implement each other?
(b) What are the basic functions being performed by channel members at various levels?
(c) Define 'marketing channels.' What are the various types of channels? Elaborate.
- 5 Write short notes on any **two** of the following : **10×2**
(a) Channel conflicts and Resolution
(b) Selection of distribution channel
(c) Channels Training Program.