

BALLARI INSTITUTE OF TECHNOLOGY & MANAGEMENT

(Autonomous Institute under Visvesvaraya Technological University, Belagavi)

USN Course Code

Third Semester MBA Degree Examinations, February 2026

SALES AND RETAIL MANAGEMENT

Duration: 3 hrs

Max. Marks: 100

- Note:* 1. Answer any **FOUR** full questions from Question No. 1 to 7.
2. Question No. 8 is compulsory
3. Missing data, if any, may be suitably assumed

<u>Q. No</u>	<u>Question</u>	<u>Marks</u>	<u>(RBTL:CO:PO)</u>
1.	a. Explain how CRM supports customer retention.	03	(4:3:2)
	b. Investigate challenges in managing multichannel sales teams.	07	(4:4:5)
	c. Evaluate CRM adoption challenges and justify solutions for long-term sales efficiency.	10	(4:4:5)
2.	a. Illustrate the duties of a sales manager in channel coordination.	03	(3:1:5)
	b. Analyze the changing role of sales force due to digital transformation.	07	(4:4:5)
	c. Assess leadership decisions required for modern technology-driven sales teams.	10	(5:5:5)
3.	a. Explain role of KPIs in territory planning.	03	(3:3:4)
	b. Investigate quota setting impact on target achievement.	07	(4:3:5)
	c. Evaluate forecasting models and justify the best for retail demand.	10	(5:5:5)
4.	a. Illustrate compensation role in morale building.	03	(3:3:5)
	b. Investigate leadership gaps impact on sales targets.	07	(4:4:5)
	c. Assess leadership decisions for digital sales teams.	10	(5:5:5)
5.	a. Apply digital impact on retail trends.	03	(3:3:5)
	b. Compare physical vs digital retail consistency issues.	07	(4:4:5)
	c. Assess Omni-channel retail effectiveness on retail operations.	10	(5:5:5)
6.	a. Demonstrate pricing role in retail operations.	03	(3:3:4)
	b. Investigate billing delay impact on conversion.	07	(4:4:5)
	c. Evaluate discount strategy effectiveness.	10	(5:5:5)
7.	a. Apply digital branding to retail expansion conceptually.	03	(3:3:3)
	b. Compare digital marketing vs in-store merchandising brand impact.	07	(4:4:5)
	c. Critique Omni-channel operations effectiveness and justify criteria.	10	(5:5:5)

Note: (RBTL - Revised Bloom's Taxonomy Level: CO - Course Outcome: PO – Programme Outcome)

8.

Case Study

Smart Basket Superstore is a supermarket chain experiencing steady customer visits but declining sales growth.

Observations:

- Inventory reorder is done at fixed intervals, ignoring real sales velocity.
- No digital stock tracking; staff manually count items.
- Slow movers and fast movers share same storage space.
- Frequent expiry of perishable items due to poor FIFO practice.
- Peak-hour billing delay reduces impulse purchases.

Goal: Improve inventory accuracy, reduce wastage, and enhance sales conversion through better operations.

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|----|---|-----------|----------------|
| a. | Assess the stock control system. Does it support demand accuracy? Justify. | 10 | (5:5:3) |
| b. | Critically judge billing and inventory gaps. Recommend 2 improvements with justification and expected sales impact. | 10 | (5:5:3) |

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