

Eastern University, Sri Lanka
Faculty of Commerce & Management

**Third Year Second Semester Examination in Bachelor of Business Administration
(Specialization in Marketing Management) 2015/2016 (July/ August 2018) (Proper/Repeat)**

MKT 3053 Sales and Retail Management

Answer All 05 Questions

Time: 03 Hours

Q1. Read the case study and answer the questions given below

FLOR, Inc.

FLOR, Inc. is part of Interface, Inc., a global, Publicly-traded Company founded in 1973 by entrepreneur, Ray Anderson, who introduced modular flooring to corporate America. Noticing emerging trends of urban lifestyle resurgence, growing Internet purchases, and increased design demand along with the limitations of conventional carpeting, Interface created FLOR. FLOR's system of carpet squares is flexible, adaptable, durable, and feature myriad colours, textures and styles. Launched in 2003 with the FLOR catalog and FLOR.com, FLOR operates under a goal of Mission Zero: "To eliminate any negative impact the Interface family of companies may have on the planet by the year 2020." With goals of becoming "the first choice in beautiful and responsible flooring for homes and offices around the world," FLOR focuses on design and innovation that is both simple, smart and environmentally responsible.

FLOR was in the process of transitioning and expanding from an internet and catalog based company to bricks and mortar stores. With only upper management, and no human resource department to handle the load of hiring new store managers, FLOR needed an insider in the industry that would innately understand their brand and the DNA of their company to assist in hiring store managers for their new retail locations. Referred to Interior Talent by Kohler, FLOR engaged Interior Talent to find talented store managers for every new FLOR store. With an estimated 25-40% of each store's sales coming from 'to the trade,' business, it was essential that each candidate Interior Talent found not only had retail management and experience but understood the Architecture & Design Industry (A&D Industry).

Interior Talent specializes in the Architecture & Design Industry, and its related sectors, finding the talent that keeps the industry's parts moving. A full service provider of top talent, we understand talent placement, retention and the industry. We're passionate about

the products and people that make up the A&D industry. Once engaged by FLOR, began with a thorough needs assessment. First, we set out to understand the environment, culture and strategic mission. Understanding the company's DNA is where we shine. We didn't just look at the position the company was trying to fill and the qualifications the perspective candidate needed, we also knew that how this candidate fit within the unique corporate culture was critical. We did this by putting time in on the front end to really understand the personalities and motivations of the key leaders currently at the company. In addition, we utilized an excellent tool, Prevue Assessments, that helps us understand the personality and skill set of the top performers. This provided us with a benchmark of skills, motivations and characteristics the ideal employee would possess. Our dedicated team then implemented an industry search through our proprietary databases to find the ideal candidate that would meet FLOR's expectations in both skill qualities and organizational fit. Once we found and screened the candidates that met FLOR's qualifications, we used our Prevue Assessment tool to ensure each candidate would fit well within FLOR's organization. The candidate was then presented to FLOR executives for review. We managed the entire hiring process for them, from scheduling interviews to start date. Interior Talent remains a long term partner keeping in close touch with our candidates as they transform and excel within their new opportunity.

Since the beginning of 2011 Interior Talent has had the privilege of finding elite talent for every FLOR store, 11 and counting. Each store manager then helped to recruit and select their own sales staff, ultimately saving FLOR additional recruiting expenses and allowing them to direct their resources towards other areas of the company's strategic growth plan. In just two years, FLOR has opened eleven new stores. FLOR remains a partner with Interior Talent and is poised for continued growth and expansion through 2017.

Questions

- a) Briefly explain the major components of sales recruitment and elaborate how it differs from FLOR.
(06 Marks)
- b) What are the challenges faced by the FLOR, and explain how those challenges be resolved in its recruitment?
(12 marks)
- c) State the purposes and importance of selection and placement for FLOR, Inc.
(10 marks)

(Total 28 Marks)

Q2.

- a) Define the term "Sales Management" and explain its importance in the present competitive marketing context.

(05 marks)

- b) Explain the different stages of personal selling evolution with valid justification.

(06 marks)

- c) "Personal selling is also known as face-to-face selling in which one person who is the salesman tries to convince the customer in buying a product. It is a promotional method by which the salesperson uses his or her skills and abilities in an attempt to make a sale."

Briefly describe the unique characteristics of a sales person with appropriate example.

(07 marks)

(Total 18 Marks)

Q3.

- a) Briefly describe the different steps to be considered when determining a firm's basic sales territories.

(06 marks)

- b) "A Sales territory is a composed of a group of customers or a geographic area assigned to a sales person."

Explain the necessities of sales territories to a successful marketer.

(05 marks)

- c) "Sales training is the effort an employer puts forth to provide sales people job-related culture, skills, knowledge, and attitudes that should result in improved performance in the selling environments."

Describe the purposes of sales training and list out the different sources of information for determining training needs.

(07 marks)

(Total 18 Marks)

Q4.

- a) Elaborate the possible internal and external sources of recruitment in sales and retail marketing.

(04 marks)

- b) 'Recruitment refers to the overall process of attracting, shortlisting, selecting and appointing suitable candidates for jobs within an organization'.

Give job descriptions and specifications which could be applicable to a medical sales representative.

(08 marks)

- c) Write short notes on two of the followings :

- I. Structured and Unstructured interview
- II. Over-the-Counter Selling
- III. Expectancy Theory

(2x3=06marks)

(Total 18 Marks)

Q5.

- a) Explain the Retail Management Decision Process with examples.

(05 marks)

- b) "Discuss how the globalization makes changes in Sri Lankan retail marketing.

(06 marks)

- c) Retailing is the set of business activities that adds value to the products and services sold to customers for their personal or family use".

Briefly explain the functions performed by retailers with suitable examples.

(07 marks)

(Total 18 Marks)