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B. Voc. (Retail Management)

First Semester

RSC-105: Sales Processing and Sales Management in Retails

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt five questions in all, including Question No. 1 which is compulsory and selecting one question from each Unit.

X-X-X

I. Attempt the following:-

- a) Suggest appropriate mode of cash handling in an organization.
- b) Discuss the factors influencing dispatching of a product.
- c) How to minimize waiting time?
- d) Discuss the role of bar code scanners.
- e) How layout of selling area affects sales?
- f) Why to ask for employees feedback?
- g) Why changing of display should be given importance?
- h) Explain the importance of recording price changes accurately. (8x2)

UNIT - I

- II. Discuss the importance of Bill system. How to improve billing system. (16)
- III. Why to provide efficient and trained staff for marketing? How to improve customer satisfaction? (16)

UNIT - II

- IV. Highlight the development of modern billing system over traditional billing system. How billing system can minimize waiting time? (16)
- V. What to do in case bar code scanners and checkout counter is not operational? (16)

UNIT - III

- VI. Discuss the latest provisions of legal requirements for pricing goods for sales. (16)
- VII. Explain the role of management in the promotion of staff and better display of goods under present environment. (16)

P.T.O.

(2)

UNIT - IV

- VIII. Why stock keeping should be given prime importance? How to replenish & rotate stock and deal with substandard goods? (16)
- IX. Discuss the price marking methods and technologies in detail. (16)

x-x-x