CENTRE FOR DISTANCE AND ONLINE EDUCATION

Aligarh Muslim University, Aligarh
Session: 2020-21
Post Graduate Diploma in Sales and Retail
SALES & LOGISTICS MANAGEMENT
(SR-01)

Total Marks: 25

a) Attempt any two questions.

1. Describe the advantages and disadvantages of Functional Organizational Structure?

2. What is Sales Management? Explain the objectives of Sales Management.

3. Elaborate various steps involved in Sales Process.

4. What are the significant steps involved in Selection Process.

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CENTRE FOR DISTANCE AND ONLINE EDUCATION
Aligarh Muslim University, Aligarh
Session: 2020-21
Post Graduate Diploma in Sales and Retail
CONSUMER BEHAVIOUR AND MARKET RESEARCH
(SR-02)

Total Marks: 25

a) Attempt any two questions.

1. Describe the various factors influence Consumer Behavior?

2. What is the decision- making process of Buying Goods and Services.

3. Explain the type of Research Design.

4. Explain the types and sources of Data Collection.

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Post Graduate Diploma in Sales and Retail
INTRODUCTION TO RETAILING
(SR-03)

Total Marks: 25

a) Attempt any two questions.

1. Discuss the Nature and Classification of Retailing.

2. Describe the significance of Retailing.

3. What are the opportunities of Retailing in India?

4. What are the elements of Strategic Planning Process?

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PRODUCT MANAGEMENT & BRAND MANAGEMENT
(SR-04)

Total Marks: 25

a) Attempt any two questions.

1. Discuss the functions of Production Management?

2. What do you mean by Product Mix and Product Line?

3. Describe the various steps in New Product Development?

4. What are the needs of Product Management in an Organization?

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Post Graduate Diploma in Sales and Retail
RETAIL MANAGEMENT
(SR-05)

Total Marks: 25

a) Attempt any two questions.

1. What are the various theories of retail change?

2. Explain the Retail Life Cycle in detail.

3. Discuss the role of franchising in Retail Industry.

4. How to access location Evaluation Criteria.

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