

Write the following information in the first page of Answer Script before starting answer

ODD SEMESTER EXAMINATION: 2020-21

Exam ID Number _____

Course _____ Semester _____

Paper Code _____ Paper Title _____

Type of Exam: _____ (Regular/Back/Improvement)

Important Instruction for students:

1. Student should write objective and descriptive answer on plain white paper.
2. Give page number in each page starting from 1st page.
3. After completion of examination, Scan all pages, convert into a single PDF, rename the file with Class Roll No. **(2019MBA15)** and upload to the Google classroom as attachment.
4. Exam timing from 10am - 1pm (for morning shift).
5. Question Paper will be uploaded before 10 mins from the schedule time.
6. Additional 20 mins time will be given for scanning and uploading the single PDF file.
7. Student will be marked as ABSENT if failed to upload the PDF answer script due to any reason.

**BACHELOR OF BUSINESS ADMINISTRATION
FIFTH SEMESTER
RETAIL MANAGEMENT
BBA-502(A)**

(Use separate answer scripts for Objective & Descriptive)

Duration : 3 hrs.

Full Marks : 70

(PART-A : Objective)

Time : 20 min.

Marks : 20

Choose the correct answer from the following:

1X20=20

1. Retailers offering products in smaller quantities tailored to individual consumer's and household's consumption patterns is known as ____
 - a. Visual Merchandising
 - b. Warehousing
 - c. Breaking Bulk
 - d. Advertising
2. Which of the following would not change when expanding a domestic retail chain overseas ____
 - a. Store web site
 - b. Merchandise selection
 - c. Company president
 - d. Marketing strategy
3. When an item is purchased, money is exchanged for the right to ____
 - a. File a claim
 - b. Use credit
 - c. Own the item.
 - d. Pay for the item
4. What is the reason why many businesses use warehouses?
 - a. To coordinate shipments
 - b. To order products
 - c. To conserve resources
 - d. To follow regulations
5. Retailing is a medium of ____
 - a. Calculation
 - b. Contribution
 - c. Purification
 - d. Distribution
6. Markdown is offered in ____
 - a. Planned sales
 - b. Planned purchase level
 - c. Stock support plan
 - d. Planned retail reduction
7. In retail sourcing, retailers are using IT through the use of ____
 - a. Software
 - b. Internet
 - c. Applications
 - d. All of the above

8. E-Choupal is the retail venture in rural India by _____
- a. ITC
 - b. Reliance
 - c. P&G
 - d. HUL
9. Perpetual Stock check means _____
- a. Checking stock everyday for shrinkage
 - b. Checking stock monthly
 - c. Checking the entire stock of the store
 - d. Checking stock routinely for shrinkage
10. POS for _____
- a. Point of sale
 - b. Planning of Sale
 - c. Price of Sale
 - d. Purchase of Supply
11. Retailers can evaluate a particular store's sales effectiveness by looking at _____
- a. A number of passing on an average day
 - b. Percentage who buys and average amount per sale
 - c. Percentage who enters the store
 - d. All of the above
12. Which statement is not a benefit of formulating a retail strategy?
- a. A retailer is forced to study the legal, economic, and competitive market.
 - b. A retailer is shown how it can differentiate itself from competitors.
 - c. Sales maximization is stressed.
 - d. Crises are anticipated and often avoided.
13. A retailer's commitment to a type of business and to a distinctive role in the marketplace is its _____
- a. Objectives
 - b. Retailing concept
 - c. Organisational mission
 - d. Image
14. _____ buy mostly from producers and sell mostly to retailers and industrial consumers.
- a. Megaretailers
 - b. Factory outlets
 - c. Wholesalers
 - d. Discount stores
15. According to many retailers, what is the most important factor in retailing success?
- a. Good atmosphere
 - b. Location
 - c. Service
 - d. Fair prices
16. McDonald's, Subway, and Pizza Hut are all examples of a _____
- a. Franchise
 - b. Voluntary chain
 - c. Full-service retailer
 - d. Retailer cooperative
17. Understanding the features of the ____ is integral to developing a retail marketing strategy.
- a. Population
 - b. Customer

c. Management

d. Organisation

18. Buying decision process starts with _____
- a. Recognition of needs
 - b. Evaluation of alternatives
 - c. Purchase decisions
 - d. Post purchase decisions
19. The retailer is usually in an excellent position to _____
- a. Make the most profits in the channel
 - b. Gain feedback from consumers
 - c. Be the channel leader
 - d. Co-ordinate the production strategy
20. If companies face intense competition and plagued with over-capacity, the pricing objective is _____
- a. Survival
 - b. Maximum current profit
 - c. Maximum market share
 - d. None of the above.

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[PART-B : Descriptive]

Duration: 2 Hrs. 40 Mins.

Marks: 50

[Answer question no. One (1) & any four (4) from the rest]

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| 1. | Discuss the various strategies for Effective Market segmentation | 10 |
| 2. | a. What do you mean by Retailing? How retailing is important for an economy? | 2+4=6 |
| | b. What are the different kinds of Market? | 4 |
| 3. | a. Briefly discuss the importance and challenges about any two retail industries of India. | 6 |
| | b. Write down the various components of Premise management of Retail industry. | 4 |
| 4. | a. Discuss the various strategies that retail industry adopt for penetration of new markets. | 5 |
| | b. What are the different retailing channels are found in retail industry in India | 5 |
| 5. | a. How Retail Pricing is important? What are the factors that have influence in retail pricing decision in India? Briefly discuss. | 2+5=7 |
| | b. What are the different retail formats are found in Retail sector of India? | 3 |
| 6. | a. Discuss the Evolution of Retail sector. | 5 |
| | b. Write short note on "Inventory Management". | 5 |
| 7. | a. What do you mean by Retail Consumer behaviour? Discuss different influencing factors of retail consumer. | 1+5=6 |
| | b. Write a short note on "Importance of Retailing for an economy". | 4 |
| 8. | a. How Receipt management and store management are important for Retail industry? | 6 |
| | b. What are the different types of Decision making are found among customers in retail sector in India? | 4 |

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