

**BACHELOR OF BUSINESS ADMINISTRATION  
FIFTH SEMESTER  
RETAIL MANAGEMENT  
BBA – 502 [GENERAL ELECTIVE]  
[USE OMR SHEET FOR OBJECTIVE PART]**

Duration: 3 hrs.

Full Marks: 70

Time: 30 mins.

**(Objective)**

Marks: 20

*Choose the correct answer from the following:*

*1 × 20 = 20*

1. A retailer's \_\_\_\_\_ is the key to its ability to attract customers.
  - a. Location
  - b. Promotion system
  - c. Pricing system
  - d. Store personnel
2. A store that stocks particular type of merchandise:
  - a. Convenience
  - b. Specialty
  - c. Departmental
  - d. Non store
3. Retailer is a person who sells the goods in a \_\_\_\_\_.
  - a. Large quantities
  - b. Small quantities.
  - c. Both a & b.
  - d. None of these
4. The major objective(s) of retail management is \_\_\_\_\_.
  - a. Profitability
  - b. Sales growth
  - c. Return on investment
  - d. All of these
5. Which activity is/activities are performed by the retailers?
  - a. Assortment of offerings
  - b. Holding stock
  - c. Extending services
  - d. All of these
6. This is the most preferred and easiest mode through which foreign players have entered the Indian market:
  - a. FII
  - b. Franchising
  - c. FDI
  - d. IIP
7. Which of these segments typically would be the largest segments?
  - a. People who have interest in purchasing
  - b. People who have acted on their purchase decisions
  - c. People who have decided to purchase
  - d. People who are aware of the product
8. Market for automobiles needs to be segmented on the basis of:
  - a) Buying behaviour
  - b) Psychographics
  - c) Geographic
  - d) Demographics

Choose the most appropriate answer from the options given below.

  - a. a and d only
  - b. c and d only
  - c. a, b and d only
  - d. a, b, c and d

9. The most important retail marketing decision a retailer has to make is to:
  - a. Select the product assortment
  - b. Identify its target market
  - c. Choose the desired service level
  - d. Develop an effective store atmosphere
10. Which among the following is a process of arranging a product to create a unique impression in the customers' mind?
  - a. Market segmentation
  - b. Target marketing
  - c. Positioning
  - d. Global marketing
11. Two or more complementary products offered together at a single price is known as:
  - a. Bundle pricing
  - b. Transfer pricing
  - c. Full cost pricing
  - d. Going rate pricing
12. In market skimming, the pricing strategy is such that:
  - a. Initially the price is lower, then it is reduced
  - b. Initially the price is higher, then it is reduced
  - c. Initial price is high and then it is maintained high
  - d. Both b and d
13. Out of the following, which is not an objective of pricing?
  - a. Profit
  - b. Stabilizing demand and sales of the product
  - c. Improvement in product quality
  - d. Expansion of business
14. Which type of retailers involve in comparatively low prices as a major selling point combined with the reduced cost of doing business?
  - a. Convenience stores
  - b. Discount retailers
  - c. Limited line retailers
  - d. Departmental stores
15. In principle, all goods and services are valued at \_\_\_\_\_, that is inclusive of all taxes.
  - a. Market price
  - b. Sales volume
  - c. Production volume
  - d. Consumer preference
16. Which is last stage in Consumer Buying Process?
  - a. Need Recognition
  - b. Evaluation
  - c. Post Purchase Behaviour
  - d. Information Search
17. This type of consumer buys without much analysis or information:
  - a. Shopping as a fun
  - b. Pleasure oriented activity
  - c. Loyalty style of shopping
  - d. Impulsive style
18. This style refers to a small section of consumers who want to try and experiment with new products and new variants of existing products:
  - a. Novelty oriented style
  - b. Pleasure oriented activity
  - c. Impulsive style
  - d. Quality oriented style
19. Which of these is not a part of consumer decision making process?
  - a. Gather information
  - b. Consider the consequences
  - c. Agonize
  - d. Evaluate the results

20. \_\_\_\_\_ refers to a limited search by consumer before taking decision.
- a. Extended CDM
  - b. Nominal CDM
  - c. Habitual CDM
  - d. Limited CDM

**( Descriptive )**

Time : 2 Hr. 30 Mins.

Marks : 50

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

- |  |        |
|--|--------|
| 1. Discuss the various functions of retailing.   | 10     |
| 2. Describe the various types or channels of retailing.  | 10     |
| 3. a) Explain briefly the STP model of marketing strategy.<br>b) State the advantages of market segmentation.                                | 5+5=10 |
| 4. a) Explain briefly the different kinds of market structures.<br>b) What are the ways or strategies for penetrating a new market?          | 5+5=10 |
| 5. a) Describe the various pricing policies adopted by the marketers.<br>b) What are the different types of customers?                       | 10     |
| 6. Explain the functions of store management.  | 8+2=10 |
| 7. a) What are the factors that influence retail consumers' purchase decision?<br>b) What are the factors that influence the retail pricing? | 5+5=10 |
| 8. a) Describe the customers' buying process.<br>b) What are the types of customer decision making?  | 5+5=10 |

== \*\* \*\* ==