

Total No. of Questions: 6

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Enrollment No.....



Faculty of Management Studies

End Sem Examination Dec-2023

MS3EM05 Retail Management

Programme: BBA

Branch/Specialisation: Management

Duration: 3 Hrs.

Maximum Marks: 60

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d. Assume suitable data if necessary. Notations and symbols have their usual meaning.

- Q.1 i. In retailing, what does the term "assortment" refer to? **1**
(a) The variety of products offered to customers
(b) The location of the retail store
(c) The cost of goods sold
(d) The promotional activities
- ii. Which of the following is an emerging trend in the retail sector aimed at reducing environmental impact? **1**
(a) Excessive packaging
(b) Fast fashion
(c) Sustainable practices
(d) Single-use plastics
- iii. Non-store retailing methods include: **1**
(a) E-commerce (b) Hypermarkets
(c) Department stores (d) Convenience stores
- iv. According to the wheel of retailing theory, what is the initial stage in a retailer's evolution? **1**
(a) Decline (b) Establishment
(c) Outlet maturity (d) Reinvention
- v. What is a crucial factor in the selection of retail products? **1**
(a) Employee preferences
(b) Personal hobbies of the owner
(c) Government regulations
(d) Consumer demand and preferences

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vi.	What is a key step in planning a retail advertising campaign?	1
	(a) Ignoring the target audience	
	(b) Setting unrealistic goals	
	(c) Identifying advertising objectives	
	(d) Avoiding market research	
vii.	What is a key implication of effective merchandise planning on a retailer's financial performance?	1
	(a) Improved sales and profit margins	
	(b) Increased employee turnover	
	(c) Higher inventory carrying costs	
	(d) Reduced reliance on technology	
viii.	In merchandise control, what is a complex method that involves monitoring and adjusting inventory levels in real-time to align with changing demand patterns?	1
	(a) Periodic inventory checks	
	(b) Static inventory control	
	(c) Dynamic inventory control	
	(d) Ignoring inventory levels	
ix.	What is a characteristic feature of non-store retailing?	1
	(a) In-person customer interactions	
	(b) Direct selling	
	(c) Physical storefronts	
	(d) Traditional store layouts	
x.	In the context of service retailing, what is a key indicator of the quality of service provided?	1
	(a) Product assortment	
	(b) Price competitiveness	
	(c) Store location	
	(d) Customer satisfaction	
Q.2	i. Provide a comprehensive definition of retailing and elucidate its characteristics.	2
	ii. Explain the crucial functions performed by retailers in the distribution channel.	3
	iii. Analyze the importance of retailing. Discuss the function of Retailers in meeting the diverse needs of the market.	5
OR	iv. Investigate the current trends in organized retailing. Highlight the role of FDI in organized retail.	5

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Q.3	i. Describe the key factors that contribute to the classification of retailers.	2
	ii. Explore the various types of retailers based on merchandise, pricing, and operational structure.	8
OR	iii. Describe customer's buying decision process. Explain the major factors influencing buying behaviour of customer.	8
Q.4	i. Explain the critical factors that retailers consider when selecting products for their inventory.	3
	ii. Explore the various factors that influence pricing decisions in retail.	7
OR	iii. What is the importance of layout? Discuss the steps for designing store layout.	7
Q.5	i. Enumerate the major functions of a retail store.	4
	ii. Explain the concept of merchandise sourcing. What are the methods of procuring merchandise?	6
OR	iii. Describe merchandise handling and controlling. What is the methods use for merchandise control?	6
Q.6	Attempt any two:	
	i. Explain the meaning of non-store retailing. Discuss the classification of non-store retailing.	5
	ii. What do you mean by service retailing? Discuss the importance of service retailing.	5
	iii. Briefly explain the characteristics of services. Discuss service retailing strategy.	5
