

	ii.	Discuss the factors influencing pricing decisions in retail and describe two common pricing strategies.	8	3	3	2
OR	iii.	Explain the steps involved in planning a retail advertising campaign and its importance in retail marketing.	8	3	3	4
Q.5	i.	What is merchandise planning, and why is it important in retail?	3	4	3	3
	ii.	Explain the process of merchandise planning in retail management.	7	4	3	3
OR	iii.	Describe the different methods of merchandise control and their significance in managing inventory.	7	3	3	4
Q.6	i.	Define non-store retailing and explain its significance in the modern retail landscape.	4	2	3	1
	ii.	Discuss the different classifications of non-store retailing and provide examples for each type.	6	4	3	3
OR	iii.	Explain the importance of service quality indicators in service retailing and how they can impact customer satisfaction.	6	3	3	5

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Total No. of Questions: 6

Total No. of Printed Pages:4

Enrollment No.....



Faculty of Management Studies  
End Sem Examination Dec 2024

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.

			Marks	BL	PO	CO	PSO
Q.1	i.	Which of the following is NOT a characteristic of retailing?	1	2	10	1	
		(a) Involves selling goods and services directly to consumers					
		(b) Requires large quantities of bulk purchases					
		(c) Provides convenience and location accessibility for consumers					
		(d) Focuses on end-user satisfaction					
	ii.	What is one of the main reasons for the recent growth in organized retailing in India?	1	2	10	1	
		(a) Decrease in consumer spending					
		(b) Rise in FDI regulations for foreign investors					
		(c) Growth in consumer income and urbanization					
		(d) Lack of competition from local markets					
	iii.	Which of the following retail formats primarily operates without a physical store presence?	1	2	10	1	
		(a) Department stores					
		(b) Supermarkets					
		(c) E-commerce retailers					
		(d) Specialty stores					

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- iv. In the buying decision process, which stage involves evaluating different brands and alternatives before making a purchase? **1** 2 10 1
- (a) Need recognition  
(b) Information search  
(c) Evaluation of alternatives  
(d) Post-purchase behavior
- v. Which of the following factors is most likely to influence the selection of a retail location? **1** 2 10 1
- (a) The age of the store manager  
(b) Customer demographics in the area  
(c) The number of employees in the store  
(d) The type of store layout used
- vi. In retail marketing, which of the following is a key objective of a promotional campaign? **1** 2 10 1
- (a) To reduce product inventory  
(b) To increase customer foot traffic and brand awareness  
(c) To decrease operational costs  
(d) To change store layout frequently
- vii. Which of the following best describes merchandise planning? **1** 2 10 1
- (a) The process of arranging store displays  
(b) The strategy of selecting, managing, and allocating products to meet customer demand  
(c) The technique of negotiating supplier discount  
(d) The process of expanding retail locations
- viii. What is the primary purpose of merchandise control in retail management? **1** 2 10 1
- (a) To monitor inventory levels and reduce stockouts or overstock  
(b) To assist in hiring and training store employees  
(c) To increase the number of suppliers  
(d) To reduce the quality of products for cost savings

[3]

- ix. Which of the following is a form of non-store retailing that involves marketing products through mail, television, or online advertisements? **1** 2 10 1
- (a) Direct selling  
(b) Direct response marketing  
(c) Department store retailing  
(d) Franchise retailing
- x. In service retailing, which of the following is NOT typically considered a characteristic of services? **1** 2 10 1
- (a) Intangibility  
(b) Inseparability  
(c) Perishability  
(d) Standardized production
- Q.2 i. Define retailing and mention two key characteristics of retailing. **2** 2 10 1
- ii. Explain the role of a retailer in a distribution channel. **3** 2 10 1
- iii. Discuss the reasons for the growth of organized retailing in India. **5** 3 10 2
- OR iv. Describe the evolution and major trends in the Indian organized retail market. **5** 3 3 5
- Q.3 Attempt any two:
- i. Explain the classification of retail formats based on merchandise, pricing, and operational structure. **5** 2 10 2
- ii. Describe the major factors influencing customer buying behavior in retail. **5** 3 3 2
- iii. Outline the steps involved in the customer buying decision process and explain its importance in retailing. **5** 3 3 5
- Q.4 i. What are the key considerations in designing a store layout? **2** 3 3 4

**Marking Scheme**  
**MS3EM05 (T) Retail Management (T)**

Q.1	i)	B) Requires large quantities of bulk purchases	1
	ii)	C) Growth in consumer income and urbanization	1
	iii)	C) E-commerce retailers	1
	iv)	C) Evaluation of alternatives	1
	v)	B) Customer demographics in the area	1
	vi)	B) To increase customer foot traffic and brand awareness	1
	vii)	B) The strategy of selecting, managing, and allocating products to meet customer demand	1
	viii)	A) To monitor inventory levels and reduce stockouts or overstock	1
	ix)	B) Direct response marketing	1
	x)	D) Standardized production	1
Q.2	i.	Definition of retailing – 1 mark	2
		Two key characteristics of retailing – 0.5 mark each	
	ii.	Explanation of a retailer's role – 2 marks	3
		Importance in the distribution channel – 1 mark	
	iii.	Introduction to organized retailing in India – 1 mark	5
OR		At least three key reasons for growth – 1 mark each	
		Conclusion or summary of growth impact – 1 mark	
	iv.	Brief history and evolution – 2 marks	5
		Two major trends in organized retail – 1.5 marks each	

Q.3	Attempt Any Two		
	i.	Classification based on merchandise – 1.5 marks	5
		Classification based on pricing – 1.5 marks	
		Classification based on operational structure – 1.5 marks	
		Conclusion/importance of classification – 0.5 mark	
	ii.	Explanation of psychological factors (e.g., motivation, perception) – 1.5 marks	5
		Social factors (e.g., family, culture) – 1 mark	
		Personal factors (e.g., age, income) – 1 mark	
		Economic factors (e.g., purchasing power) – 1 mark	
		Brief conclusion on the impact of these factors – 0.5 mark	
	iii.	Need recognition – 1 mark	5
		Information search – 1 mark	
		Evaluation of alternatives – 1 mark	
		Purchase decision – 1 mark	
		Post-purchase behavior and its importance in retail – 1 mark	
Q.4	i.	Mention two or three key considerations (e.g., customer flow, product placement) – 1 mark	2
		Explanation of why layout is important for customer experience or sales – 1 mark	

[2]

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|-----|------|--|----------|
|     | ii.  | Explanation of factors influencing pricing (e.g., cost, competition, customer demand, economic conditions) – 4 marks (1 mark per factor)   | <b>8</b> |
|     |      | Description of two pricing strategies (e.g., competitive pricing, value-based pricing) – 2 marks each strategy   |          |
| OR  | iii. | Detailed description of each step in planning (e.g., defining objectives, budgeting, selecting media, designing the message, evaluating effectiveness) – 5 marks (1 mark per step) | <b>8</b> |
|     |      | Explanation of the importance of advertising in retail (e.g., building brand awareness, attracting customers, increasing sales) – 3 marks  |          |
| Q.5 | i.   | Explanation of the importance of advertising in retail (e.g., building brand awareness, attracting customers, increasing sales) – 3 marks  | <b>3</b> |
|     | ii.  | Overview of merchandise planning – 1 mark  | <b>7</b> |
|     |      | Detailed steps in the process (e.g., forecasting, budgeting, assortment planning, allocation) – 4 marks (1 mark per step)  |          |
|     |      | Conclusion on the impact of merchandise planning on retail success – 2 marks   |          |
| OR  | iii. | Description of at least three methods of merchandise control (e.g., perpetual inventory system, periodic stock counting, ABC analysis) – 4.5 marks (1.5 marks per method)          | <b>7</b> |
|     |      | Explanation of the significance of merchandise control in reducing shrinkage and ensuring product availability – 2.5 marks   |          |
| Q.6 | i.   | Definition of non-store retailing – 1 mark   | <b>4</b> |
|     |      | Explanation of significance (e.g., convenience for consumers, reaching wider audiences, flexibility) – 3 marks (1 mark for each point)   |          |

[3]

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|----|-----|---|----------|
|    | ii  | Explanation of at least three classifications (e.g., direct selling, online retailing, vending machines) – 3 marks (1 mark for each classification)         | <b>6</b> |
|    |     | Examples for each classification – 3 marks (1 mark for each example)  |          |
| OR | iii | Identification of key service quality indicators (e.g., reliability, responsiveness, assurance, empathy, tangibles) – 3 marks (0.5 mark for each indicator) | <b>6</b> |
|    |     | Explanation of how these indicators impact customer satisfaction (e.g., influencing repeat business, customer loyalty) – 3 marks (1.5 marks for each point) |          |

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