

- Q.18 Differentiate between product retailing and service retailing.
- Q.19 Discuss the considerations in setting retail prices and explain its significance
- Q.20 Describe the methods of communicating with customers in the retail communication mix.
- Q.21 Identify one driver of retail change in India and discuss its impact.
- Q.22 Discuss the challenges to retail development in India and provide a brief explanation.

SECTION-D

- Note:** Long answer type questions. Attempt any two questions out of three questions. (2x8=16)
- Q.23 Discuss the evolution of retail, highlighting key factors that have influenced its development over time.
- Q.24 Explain the concept of the retail process, outlining its stages and discuss the importance of each stage in ensuring retail success.
- Q.25 Describe the various career opportunities available in the retail sector, highlighting the skills and qualifications required for success in this industry.

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4th Sem./ DBM Retail

Subject : Retail Management

Time : 3 Hrs.

M.M. : 60

SECTION-A

Note: Multiple choice questions. All questions are compulsory (6x1=6)

- Q.1 What does the term "retailing" encompass?
- a) only selling products
 - b) Providing services to customers
 - c) Both selling products and providing services
 - d) None of the above
- Q.2 Which of the following is NOT an aspect of the evolution of retail?
- a) Political developments
 - b) Changes in consumer behaviour
 - c) Technological advancements
 - d) Economic shifts

- Q.3 Which of the following is NOT a type of retailer?
 a) Department store b) Supermarket
 c) Specialty store d) Manufacturing plant
- Q.4 What is one of the challenges to retail development in India?
 a) Technological advancements
 b) Cultural heterogeneity
 c) Favourable economic conditions
 d) Government support
- Q.5 Which of the following is NOT a characteristics of retailers?
 a) Product assortment b) Location
 c) Production capacity d) Pricing strategy
- Q.6 What are some functions performed by retailers?
 a) Merchandising b) Promotion
 c) Customer service d) All of the above

SECTION-B

Note: Objective/ Completion type questions. All questions are compulsory. (6x1=6)

- Q.7 The retail marketing mix consists of the 4 Ps: product, price, place, and promotion. (True/False)

- Q.8 The retail life cycle includes stages such as introduction, growth, maturity, and decline. (True/False)
- Q.9 Retailers' characteristics include factors such as product assortment, location, and pricing strategy. (True/False)
- Q.10 Service retailing focuses on tangible goods, while product retailing focuses on intangible services. (True/False)
- Q.11 Pricing strategies for increasing sales and profits include skimming pricing and competitive pricing. (True/False)
- Q.12 Career opportunities in retail are limited to sales positions only. (True/False)

SECTION-C

Note: Short answer type questions. Attempt any eight questions out of ten questions. (8x4=32)

- Q.13 Define retailing and briefly explain its scope.
- Q.14 Name the types of retailers and provide a brief description of each.
- Q.15 What are the functions performed by retailers other than selling products?
- Q.16 List the elements of the retail marketing mix and briefly explain their importance.
- Q.17 Explain the concept of the retail life cycle.