

- Q.31 Mention any two functions of Retailer.
- Q.32 What is physical evidence in retail and how to create it?
- Q.33 What is neutral pricing and its importance?
- Q.34 Define Pricing strategy. What are the needs of good pricing strategy?
- Q.35 Explain RLC with a suitable diagram.

SECTION-D

Note: Long answer questions. Attempt any two questions out of three Questions. (2x10=20)

- Q.36 Discuss the significance of pricing in the retail industry and the various pricing strategies that retailers can employ.
- Q.37 Examine the concept of the retail life cycle, including its stages and characteristics. Discuss how retailers can adapt their strategies at each stage to remain competitive and ensure long term success.
- Q.38 Analyze the various functions of retailers in the distribution and marketing process. Explore how retailers add value to products and services.

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3rd Sem. Branch : DBM, DBM (IPM)

Sub.: Basics of Retailing

Time : 3 Hrs.

M.M. : 100

SECTION-A

Note: Multiple type Questions. All Questions are compulsory. (10x1=10)

- Q.1 RSP starts with _____.
a) Promoting b) Prospecting
c) Advertising d) Marketing
- Q.2 Demonstration of _____ is an essential step of RSP.
a) Price b) Place
c) Shop d) Product
- Q.3 Objection handling is an important step of _____.
a) Purchasing
b) Retail Selling Process
c) Retail Life Cycle
d) Customer Relationship Management
- Q.4 Which is a famous pricing strategy in retail
a) Skimming Pricing b) Odd Pricing
c) Discount Pricing d) All of these
- Q.5 Profit oriented retail firms always use this pricing strategy.
a) Penetration Pricing
b) Odd Pricing
c) Skimming Pricing
d) Parallel pricing

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- Q.6 Retailer is _____ member of the distribution chain.
 a) First b) Second
 c) End d) None of these
- Q.7 Retailers give _____ of the product to customers.
 a) Demonstration b) Raw Material
 c) Distribution d) None of these
- Q.8 Product gives utility to _____.
 a) Supplier b) Retailer
 c) Manufacturer d) Consumer
- Q.9 This is the second stage of RLC.
 a) Growth b) Maturity
 c) Decline d) Introduction
- Q.10 _____ is not a part of Retail Marketing Mix.
 a) Product b) Promotion
 c) Power d) Place

SECTION-B

Note: Objective type questions. All questions are compulsory. (10x1=10)

- Q.11 Online retailing is a growing sector. (True/False)
- Q.12 Penetration pricing strategy follows high prices. (True/False)
- Q.13 Organized retailers in India works traditionally. (True/False)
- Q.14 Modern retailers does not target customer centric philosophy. (True/False)
- Q.15 Visual merchandiser focus on _____ (Inventory / Display)
- Q.16 Wholesaler deals with final users. (True/False)

- Q.17 Approaching is a step of retail selling process. (True/False)
- Q.18 It is not a retail format _____ (Super Market / Monopoly Market)
- Q.19 Promotion is not a part of the retail marketing mix. (True/False)
- Q.20 Expand RSP _____.

SECTION-C

Note: Short answer type Questions. Attempt any twelve questions out of fifteen Questions. (12x5=60)

- Q.21 Write a short note on retailing in India.
- Q.22 Describe the main features of traditional retailing of India?
- Q.23 Highlight features the modern non-store retail.
- Q.24 Differentiate between organized and unorganized retail in India.
- Q.25 Count some basic pricing strategies in retail.
- Q.26 Show some career options in the retail industry at present.
- Q.27 List the steps which can create customer delight at a retail store.
- Q.28 Discuss recent development of the retail sector in India, briefly.
- Q.29 Discuss pros-cons to set up a career in retail for an individual.
- Q.30 Discuss the benefits of a suitable pricing strategy.