

- Q.24 What is Retail Marketing Mix? Write a detailed note on its components.
- Q.25 What is Retail Life Cycle? Illustrate how different products are in different stages of Retail Life cycle.

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4th Sem.

Branch : DBM Marketing, DBM HRM  
Sub. : Fundamentals of Retail Management

Time : 3 Hrs.

M.M. : 60

#### SECTION-A

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

- Q.1 Which of the following best describes retailing?
- a) Business to business
  - b) Business to consumer
  - c) Consumer to consumer
  - d) None of the above
- Q.2 The primary objective of retailing is to :
- a) Buy products from suppliers
  - b) Manufacture products
  - c) Provide goods and services to end consumers
  - d) Distribute goods to wholesalers
- Q.3 What does the term “Retail Mix” refer to?
- a) The blend of advertising and promotions
  - b) The combination of product, price, place and promotion
  - c) The various retail formats used
  - d) A mix of wholesales and distributors

- Q.4 The final step in the retail process is typically:
- Sales generation
  - Delivery of products or service
  - After sales service
  - Billing
- Q.5 Department stores are typically known for:
- Selling a wide variety of goods under one roof
  - Focusing on only one product line
  - Being located in rural areas
  - Offering products at wholesale prices
- Q.6 Organized retail in India is mainly concentrated in :
- Tier I and Tier II cities
  - Rural areas
  - Coastal cities
  - Small towns

### **SECTION-B**

- Note: Objective/Completion type questions. All questions are compulsory.** (6x1=6)
- Q.7 A good retailer must keep in mind consumers' demand. (True/False)
- Q.8 An e-retailer sells its products online. (True/False)
- Q.9 Retailers are intermediaries between wholesaler and \_\_\_\_\_ (agent/end-consumer).
- Q.10 A convenience store focuses on a specific product category, like electronics or clothing. (True/False)
- Q.11 What is full form of FDI?

- Q.12 \_\_\_\_\_ retail in India refers to well-structured retail chains like supermarkets and department stores. (Organized/Unorganized)

### **SECTION-C**

- Note: Short answer type Questions. Attempt any eight questions out of ten Questions. (8x4=32)**
- Q.13 Write a short note on importance of retailing.
- Q.14 What main functions are performed by retailers?
- Q.15 How would you differentiate between retail and wholesale?
- Q.16 Which factors are the main drivers of retail change in India?
- Q.17 Illustrate in brief retail selling process.
- Q.18 What are different types of retailing formats?
- Q.19 What communication strategies are used by retailers to build customer loyalty?
- Q.20 Which factors should be taken into consideration while deciding prices in retail?
- Q.21 Write down some career opportunities available in retail in India.
- Q.22 Write a short note on evolution of retail.

### **SECTION-D**

- Note: Long answer questions. Attempt any two questions out of three Questions. (2x8=16)**
- Q.23 Write a note on scope of retailing. Also discuss the main types of retailers in market.