

- Q.24 Write steps involved in RSP.
 - Q.25 Discuss the strategies to expand a retail Business
 - Q.26 Explain the objectives of retail pricing?
 - Q.27 What is retail formats? Explain with example.
 - Q.28 Discuss the factors affecting the pricing.
 - Q.29 Explain the framework of RLC in short.
 - Q.30 Differentiate between the store based retail vs. non-store retail?
 - Q.31 Describe the evolution of retail in short.
 - Q.32 Mention the functions of a retailer.
 - Q.33 What are the qualities of an efficient store manager?
 - Q.34 State the advantages of departmental store.
 - Q.35 What is merchandising? Explain in short.

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3rd Sem / DBM, DBM (IPM) Subject:- Basics of Retailing

Time : 3Hrs. M.M. : 100

SECTION-A

Note: Multiple choice questions. All questions are compulsory (10x1=10)

- Q.1 Retailer is _____ number of distribution chain.

a) First b) Middle

c) Last d) None

Q.2 Merchandise is _____

a) Place b) Products

c) Promotion d) None

Q.3 This is not a Retail formats?

a) Super Market b) Departmental Store

c) Direct Selling d) All of these

Q.4 PLC Stage and Penetration pricing are matched at _____

a) Introduction b) Growth

c) Maturity d) Decline

Q.5 Retail Marketing is related with

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- a) Retailer as a Brand b) Manufacture
 c) Distributor d) All of these
- Q.6 Price is _____
 a) Perceived value of a product
 b) Monetary value of a product
 c) None
 d) Both
- Q.7 Elaborate RSP stands for _____
 a) Retail Selling Price b) Retail selling Process
 c) Remote Selling Price d) None
- Q.8 This is not a type of store based retail.
 a) Departmental Store b) Consumer Canteen
 c) Online Shopping d) None
- Q.9 Product Demo is related with _____
 a) Marketing b) Sales
 c) Promotion d) All of these
- Q.10 What is Bundle pricing?
 a) One Product Many Price
 b) Many Product One Price
 c) One Product One Price
 d) None

SECTION-B

- Note:** Objective type questions. All questions are compulsory. (10x1=10)
- Q.11 Organized Retailing is a new sector in India(T/F)
 Q.12 Penetration pricing strategy follows low price.(T/F)
 Q.13 Sole properties in India do not work traditionally. (T/F)
 Q.14 Modern retailer promotes customer centric culture. (T/F)
 Q.15 Retailer focus on _____ (Customer/Producer)
 Q.16 Retailer does not sell the product to end users. (T/F)
 Q.17 'Demo' is not a step of retail selling process.(T/F)
 Q.18 This is a retail format _____ (Super Market / Monopoly market)
 Q.19 Product is a part of Retail marketing mix. (T/F)
 Q.20 Expand RSP _____

SECTION-C

- Note:** Short answer type questions. Attempt any twelve questions out of fifteen questions. (12x5=60)
- Q.21 Take some examples of organized retail from current market.
 Q.22 Discuss work framework of e-commerce companies.
 Q.23 Write a short note on future of online retail in India.

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