

Q.34 What is retail lifestyles? Explain in brief.

Q.35 Write a note on franchising.

SECTION-D

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

Q.36 Discuss Retail pricing. Explain the factors affecting retail pricing strategy.

Q.37 Describe various types of retail formats with their importance.

Q.38 Write notes on:

- a) Retail Marketing mix.
- b) Functions of retailing.

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DBM
Subject:- Basics of Retail

Time : 3Hrs.

M.M. : 100

SECTION-A

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

- Q.1 _____ stage is the third stage in PLC
 - a) Maturity
 - b) Decline
- Q.2 Selling goods for final consumption is retail. (True/False)
- Q.3 Speciality store is a part of retail store. (True/False)
- Q.4 Retail refers to selling of goods to reseller for further production. (True/False)
- Q.5 There are four P's in the Retail Marketing mix. (True/False)
- Q.6 Niche marketing is a type of marketing . (True/False)
- Q.7 Speciality store is a part of a retail store. (True/False)
- Q.8 E-Commerce is selling goods offline.(True/False)

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- Q.9 Personal selling is part of sale management.
(True/False)
- Q.10 Indian retail market has turned to 100% organised
retail market (True/False)

SECTION-B

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

- Q.11 Define retail.
- Q.12 Write one example of non store based retailing.
- Q.13 State an importance of retailing.
- Q.14 List one objective of pricing.
- Q.15 Write one career in retail.
- Q.16 Define retail pricing.
- Q.17 What is franchising?
- Q.18 How many steps are there in retail selling process?
- Q.19 What is personal selling?
- Q.20 List any retail pricing strategies

SECTION-C

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

- Q.21 State various retail pricing strategies. Explain any
three.
- Q.22 What is retailing? How is it important?
- Q.23 What are hypermarkets? Explain briefly.
- Q.24 Explain role of advertising in retail.
- Q.25 What are the characteristics of Retailing? Briefly
explain.
- Q.26 Write a note on evolution of retailing.
- Q.27 How are the retail formats classified based on
merchandise?
- Q.28 Explain non-store retailing and its classification.
- Q.29 Write a note on retail marketing mix.
- Q.30 There are a lot of emerging career opportunities in
retailing. Explain.
- Q.31 What are the objectives of pricing?
- Q.32 Write a note on the future of retail in India.
- Q.33 Write a note on cost oriented pricing policy.