

- Q.26 Write a short note on Evolution of retail.
- Q.27 Tell the role of a Merchandiser.
- Q.28 Define retail marketing mix.
- Q.29 Give some live examples of retail pricing from the industry?
- Q.30 What are the main features of retailing?
- Q.31 Enlist the demerits of non-store retail.
- Q.32 Analyze the future scenario of unorganized retailing in India?
- Q.33 List the some basic pricing strategies in retail.
- Q.34 Highlight the qualities of a good retailer
- Q.35 Discuss some points where retailer handles customer's doubts.

SECTION-D

- Note:** Long answer type questions. Attempt any two questions out of three questions. (2x10=20)
- Q.36 Define Retail. Explain the main functions of a retailer in detail.
- Q.37 Draw a picture that shows all retail formats available in India in detail?
- Q.38 What is RLC? Explain by drawing suitable diagram.

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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 This is a function of a Retailer.
- a) Stock Keeping b) Demo
- c) Display d) All of these
- Q.2 Physical evidence in retailing is important in_____
- a) Goods Retailing b) Service Retailing
- c) Both d) None
- Q.3 Skimming pricing focus on_____
- a) High Profit b) High Sales
- c) Both d) None
- Q.4 Strategy Means _____
- a) Plan to Compete b) Plan to Defend
- c) Both d) None
- Q.5 Elaborate RLC_____
- a) Retail large Cycle b) Retail Last Cycle
- c) Retail Life Cycle d) None

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- Q.6 Non-store retail is _____
a) Modern Retail b) Traditional Retail
c) Both d) None

- Q.7 Opening of sale _____
a) Starting of Selling Process
b) End of Selling Process
c) Both
d) None

- Q.8 Closing of sale _____
a) Starting of Selling Process
b) End of Selling Process
c) Both
d) None

- Q.9 What is e-tailing?
a) Store Retailing b) Non-store Retailing
c) Electronic Retailing d) None

- Q.10 What is POS?
a) Point of Save b) Point of share
c) Point of sale d) All of these

SECTION-B

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

- Q.11 Wholesaler deals with final users. (T/F)

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- Q.12 'Approaching' is a step of retail selling process. (T/F)
Q.13 It is a retail format _____ (Department store / Oligopoly)
Q.14 Promotion is not a part of retail marketing mix. (T/F)
Q.15 Expand RSP _____
Q.16 Online retailing is a growing sector. (T/F)
Q.17 Penetration pricing strategy follows high price. (T/F)
Q.18 Organized retailer in India works traditionally. (T/F)
Q.19 Modern retailer does not target customer centric philosophy. (T/F)
Q.20 Visual merchandiser focus on _____ (Inventory/ Display)

SECTION-C

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

- Q.21 Show some career option in retail industry at present.
Q.22 List the steps which can create customer delight at a retail store.
Q.23 Discuss recent development of retail sector in India, briefly.
Q.24 Discuss pros-cons to set up a career in retail for an individual.
Q.25 Discuss the benefits of a suitable pricing strategy.

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