

- Q.26 Differentiate between the store based retail vs non-store retail?
 - Q.27 Write steps involved in RSP ?
 - Q.28 Describe the evolutions of retail in short.
 - Q.29 Count the functions of a retailer
 - Q.30 Observe the roles of an efficient store manager.
 - Q.31 Mention some retail formats from today's market ?
 - Q.32 Discuss penetration pricing and its benefits to a retailer?
 - Q.33 Describe the importance of retail marketing .
 - Q.34 Define pricing and discuss some pricing strategy.
 - Q.35 Explain the business model of store based retail.

SECTION-D

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

- Q.36 Discuss retail marketing mix and how it determines the success of the business of retailing ?

Q.37 Discuss the concept of RLC in detail ? Explain by drawing a suitable diagram .

Q.38 Define Retailing and how it is different from marketing. Explain the main functions of a retailer in detail.

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3rd Sem / DBM, DBM(IPM)

Subject:- Basics of retailing

Time : 3 Hrs.

M.M. : 100

SECTION-A

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

- Q.1 Expands RSP.....

 - a) Retail special plan
 - b) Retail Selling process
 - c) Retail smooth process
 - d) None of these

Q.2 Closing of is an essential step of RSP.

 - a) Price
 - b) Cost
 - c) Shop
 - d) Sale

Q.3 handling is important step of RSP

 - a) Advertising
 - b) Marketing
 - c) Objection
 - d) Consumer

Q.4 This is a famous pricing strategy in retail.

 - a) Odd pricing
 - b) Sum pricing
 - c) Even pricing
 - d) Plus pricing

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- Q.5 New entrants always use this pricing strategy.
 a) High pricing b) Low pricing
 c) Penetration pricing d) Parallel pricing
- Q.6 Retail is the business of
 a) Small Quantity b) Bulk Quantity
 c) Both of these d) None of these
- Q.7 Retailer createsutility for customer
 a) Time b) Place
 c) Quantity d) All of these
- Q.8 RLC stands for
 a) Retail light cycle b) Retail lock cycle
 c) Retail life cycle d) None of these
- Q.9 This is the first stage of RLC
 a) Growth b) Maturity
 c) Decline d) Introduction
- Q.10 is a part of retail marketing Mix.
 a) Product b) Potential
 c) Power d) Primary

SECTION-B

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

Q.11 Product is a part of the retail marketing mix. (T/F)

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- Q.12 Price is included in the retail marketing mix. (T/F)
- Q.13 Organized retailing is a growing sector in India. (T/F)
- Q.14 Skimming pricing strategy follows low price. (T/F)
- Q.15 Unorganized retail in India works traditionally . (T/F)
- Q.16 Modern retailer promotes customer centric culture . (T/F)
- Q.17 Retailers focus on (Customer/ Producer)
- Q.18 Retailer sells the product to end users. (T/F)
- Q.19 Prospecting' is not a step of the retail selling process . (T/F)
- Q.20 It is a retail format (Mall / Duopoly market)

SECTION-C

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

- Q.21 State the advantages of departmental stores.
- Q.22 What are retail formats ? Explain with examples.
- Q.23 Discuss the factors affecting the pricing.
- Q.24 Explain the framework of RLC in short .
- Q.25 List the objectives of retail pricing ?

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