

- 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

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)
- 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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