

- No. of Printed Pages : 4
Roll No.

Time : 3Hrs.

M.M. : 100

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

- ## SECTION-D

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.

- 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)

- 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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