

SECTION-D

Note: Long answer type questions. Attempt any two questions out of three questions. (2x8=16)

- Q.23 Discuss the concept of the retail marketing mix, explaining each element and how they contribute to the success of retail businesses.
- Q.24 Explain the significance of the retail life cycle for retailers, discussing its stages and the strategies appropriate for each stage.
- Q.25 Analyze the retail landscape in India, highlighting key trends, opportunities, and challenges facing the retail industry in the country.

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4th Sem / DBM Retail

Subject : Retail Management

Time : 3 Hrs.

M.M. : 60

SECTION-A

Note: Multiple choice questions. All questions are compulsory (6x1=6)

- Q.1 Which of the following pricing strategies involves setting a high initial price to maximize short-term profits?
a) Penetration pricing b) Skimming pricing
c) Competitive pricing d) Cost-plus pricing
- Q.2 What retail communication mix method involves using Social media platforms, blogs, and influencer marketing?
a) Advertising b) Sales promotion
c) Public relations d) Digital marketing
- Q.3 Which of the following is a driver of retail change in India?
a) Traditional shopping habits
b) Increasing population density
c) Stable political environment
d) Limited access to technology

- Q.4 What type of retail format typically sells products in large quantities directly to consumer?
 a) Department store b) Discount Store
 c) Convenience store d) Supermarket
- Q.5 Which stage of the retail life cycle is characterized by declining sales and profits?
 a) Introduction b) Growth
 c) Maturity d) Decline
- Q.6 What career opportunities are available in retail?
 a) Only sales positions
 b) Only managerial roles
 c) Various roles like sales, merchandising, etc.
 d) No Career opportunities available

SECTION-B

- Note:** Objective/ Completion type questions. All questions are compulsory. (6x1=6)
- Q.7 Retail communication mix methods include only traditional advertising channels such as television and print media. (True or False)
- Q.8 Retailers face challenges to development in India due to factors such as cultural heterogeneity. (True or False)
- Q.9 The retail process involves the selling of products and also encompass other aspects such as customer service. (True or False)

- Q.10 Supermarkets typically sell products in small quantities directly to consumers. (True or False)
- Q.11 The retail life cycle stage of decline is characterized by increasing sales and profits. (True or False)
- Q.12 Retailers perform functions Such as merchandising, promotion, and customer service.(True/False)

SECTION-C

- Note:** Short answer type questions. Attempt any eight questions out of ten questions. (8x4=32)
- Q.13 What are the pricing strategies commonly used by retailer, and briefly explain how each works?
- Q.14 Discuss retail communication mix in detail.
- Q.15 Narrate the classifications of retailing formats and briefly describe each.
- Q.16 Explain pricing techniques used by retailers to increase sales and profits.
- Q.17 Identify the methods of using communication programs to develop and build customer loyalty.
- Q.18 Describe the characteristics of retailers.
- Q.19 Differentiate between retail and wholesale.
- Q.20 Discuss the considerations in setting retail prices.
- Q.21 Discuss the driver of retail change in India.
- Q.22 List two challenges to retail development in India and briefly discuss each.