

SECTION-D

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

- Q.23 Evaluate the impact of technological advancements, such as artificial intelligence and big data analytics, on the retail industry, discussing both opportunities and challenges.
- Q.24 Compare and contrast department stores and specialty stores as retail formats, discussing their unique characteristics and competitive advantages.
- Q.25 Discuss the concept of price elasticity of demand in retail pricing decisions, explaining how it influences pricing strategies and revenue optimization for retailers.

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Roll No.

4th Sem./ DBM Marketing, DBM HRM

Subject : Fundamentals of Retail Management

Time : 3 Hrs.

M.M. : 60

SECTION-A

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

- Q.1 One of the differentiating factors between goods and service retailing is.
- a) Variability b) Services
c) Location d) None
- Q.2 What are the stages in the retail life cycle primarily focused on?
- a) Store design
b) Customer feedback
c) Product availability
d) All stages of retail life cycle
- Q.3 Which of the following is not a type of retailer?
- a) Departmental Stores b) Chain Stores
c) Supermarkets d) Warehouses
- Q.4 Which factor is a critical consideration in setting retail prices?
- a) Product variety b) Competitor's pricing
c) Store location d) All the above

- Q.5 What are the primary challenges to retail development in India?
- a) Technological advancement
 - b) Large population
 - c) Increasing competition
 - d) Government support
- Q.6 Which of the following is the largest employer in India?
- a) Healthcare industry b) Hospitality industry
 - c) Banking industry d) Retail industry

SECTION-B

Note: Objective/ Completion type questions. All questions are compulsory. (6x1=6)

- Q.7 Retail marketing mix includes only promotion strategies targeted towards consumers.(True/False)
- Q.8 Retail life cycle stages are universally applicable to all types of retail businesses. (True/False)
- Q.9 Retailer's characteristics have little impact on the choice of retail format. (True/False)
- Q.10 Retailers typically set their prices considering their cost structures.(True/False)
- Q.11 Career opportunities in retail are limited primarily to sales roles. (True/False)
- Q.12 Wholesale business focus more on serving individual compared to retailers. (True/False)

SECTION-C

Note: Short answer type questions. Attempt any eight questions out of ten questions. (8x4=32)

- Q.13 Define the concept of retailing and its significance in the marketing ecosystem.
- Q.14 Describe the role of customer service in the retail selling process.
- Q.15 Explain the concept of franchising in retail and provide an example of a successful franchised retail operation.
- Q.16 Discuss the importance of pricing transparency in retail and its effect on consumer loyalty.
- Q.17 Identify regulatory challenges faced by retailers operating in India and their implications for business operations.
- Q.18 Outline the key differences between traditional retailing and e-commerce.
- Q.19 Describe the concept of omnichannel retailing and its significance in providing a seamless shopping experience for customers.
- Q.20 Discuss the role of store layout and design in influencing consumer behaviour.
- Q.21 Explain the concept of promotional pricing strategies in retail.
- Q.22 Analyse the impact of demographic changes, such as urbanization and population growth, on the retail landscape in India.