

- Q.19 Discuss the significance of customer relationship management (CRM) in the retail industry.
- Q.20 Explain the concept of multi-channel retailing and discuss its advantages.
- Q.21 Describe the role of psychological pricing strategies in influencing consumer perception.
- Q.22 Evaluate the impact of e-commerce on traditional brick-and-mortar retail businesses in India,

SECTION-D

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

- Q.23 Analyse the role of retailing in the overall economy, considering its contribution to employment and GDP.
- Q.24 Compare the operational characteristics and customer experiences of online retailing and traditional offline retailing, discussing their respective advantages of both.
- Q.25 Discuss the ethical considerations involved in retail pricing strategies, including price discrimination, price fixing, and deceptive pricing practices.

No. of Printed Pages : 4
Roll No.

226746B

4th Sem./Branch : 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 What is the primary function performed by retailers?
- a) Manufacturing
 - b) Pricing
 - c) Promotion
 - d) Selling to end consumers
- Q.2 What is the concept of retail life cycle primarily concerned with?
- a) Employee turnover
 - b) Product innovation
 - c) Store layout
 - d) Customer feedback
- Q.3 What distinguishes product retailing from service retailing?
- a) Tangibility of offerings
 - b) Geographic location
 - c) Advertising strategies
 - d) Customer service levels

- Q.4 What is a key consideration in setting retail prices?
a) Competitor's pricing
b) Employee salaries
c) Government regulations
d) Strength of retailer
- Q.5 What are the primary drivers of retail change in India?
a) Traditional marketing methods
b) Technological advancements
c) Low consumer demand
d) Limited competition
- Q.6 What is the main purpose of the retail selling process?
a) Identify potential customers
b) Increase store foot traffic
c) Close sales transactions
d) Develop pricing strategies

SECTION-B

- Note:** Objective/ Completion type questions. All questions are compulsory. (6x1=6)
- Q.7 The retailing process primarily involves the distribution of products from manufacturers to wholesalers. True/False
- Q.8 The retail life cycle concept suggests that all retail businesses follow the same stages of development. True/False
- Q.9 Service retailing involves the sale of intangible products to consumers. True/False

(2)

226746B

- Q.10 Retailers need to consider competitor pricing when setting their own prices. True/False
- Q.11 The primary challenge to retail development in India is technological stagnation. True/False
- Q.12 Retail selling process involves only one-way communication from the retailer to the consumer. True/False

SECTION-C

- Note:** Short answer type questions. Attempt any eight questions out of ten questions. (8x4=32)
- Q.13 What are the main components of the retail marketing mix? Explain.
- Q.14 Describe the key stages involved in the retail selling process.
- Q.15 Compare and contrast two different retail formats, highlighting their unique characteristics and target markets.
- Q.16 Explain the concept of dynamic pricing in retail and provide an example of a retail business implementing this strategy.
- Q.17 Identify the key factors driving the growth of organized retail in India.
- Q.18 How has the evolution of retailing transformed consumer shopping behaviours and expectations over time?

(3)

226746B