

- Q.26 Describe factors affecting the future of retailing in India.
- Q.27 What is the significance of product placement in retail stores.
- Q.28 Briefly explain the concept of pricing strategy.
- Q.29 How does inventory management contribute to retail success?
- Q.30 Describe components of the retail marketing mix related to promotion.
- Q.31 What is meant by the term “retail format”?
- Q.32 How does consumer psychology influence retail pricing.
- Q.33 Explain the concept of customer loyalty in retailing.
- Q.34 Discuss transformation of retailing in recent years in India.
- Q.35 Describe some challenges faced by retailers in a competitive market at present.

SECTION-D

- Note:** Long answer type questions. Attempt any two questions out of three questions. (2x10=20)
- Q.36 Describe the components of the retail marketing mix and their importance in creating a successful retail strategy.
- Q.37 Evaluate the future of retailing in India, considering factors such as technological advancements, changing consumer preferences, and the impact of globalization.
- Q.38 Discuss the roles and responsibilities of a retailer. Discuss some retail formats that exists at present in India.

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3rd Sem / DBM, DBM(IPM)

Subject:- Basics of Retailing

Time : 3Hrs.

M.M. : 100

SECTION-A

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

- Q.1 What aspect of retailing is most influenced by changing consumer behaviours and preferences?
- a) Retail formats b) Retail marketing mix
c) Retail pricing d) Retail evolution
- Q.2 Which of the following is NOT a factor affecting pricing strategy in retail?
- a) Economic conditions
b) Government regulations
c) Brand loyalty
d) Employee turnover
- Q.3 In which stage of the retail life cycle do sales and profits begin to stabilize?
- a) Introduction b) Growth
c) Maturity d) Decline
- Q.4 What type of retail format typically offers a wide variety of products in a self-service environment?
- a) Department store b) Convenience store
c) Specialty store d) Supermarket

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- Q.5 What is the primary objective of retail marketing?
- Maximizing profits
 - Increasing market share
 - Building brand loyalty
 - Minimizing costs
- Q.6 What term describes the process of categorizing retail stores based on their characteristics?
- Retail evolution
 - Retail format
 - Retail classification
 - Retail differentiation
- Q.7 What is the importance of the retail selling process?
- To reduce inventory costs
 - To increase customer satisfaction
 - To streamline supply chain operations
 - To negotiate better deals with suppliers
- Q.8 Which of the following is NOT a career path in retailing.
- Store manager
 - Merchandiser
 - Software engineer
 - Sales associate
- Q.9 What factor is NOT typically considered when determining retail pricing?
- Cost of goods sold
 - Competitors' prices
 - Seasonal demand
 - Employee morale
- Q.10 What aspect of retailing involves creating a mix of promotional activities to attract customers?
- Retail pricing
 - Retail formats
 - Retail marketing mix
 - Retail life cycle

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SECTION-B

Note: Objective type questions. (True and False) All questions are compulsory. (10x1=10)

- Q.11 Employment opportunities in retail are independent of geographic location.
- Q.12 Retail formats are dynamic and change over time.
- Q.13 Retail cycle stages are universal and apply to all retail businesses.
- Q.14 Specialty stores typically offer a wide variety of products.
- Q.15 The primary objective of retail marketing is to minimize costs.
- Q.16 Retail classification involves categorizing retail stores based on their locations.
- Q.17 Retail selling process aims to negotiate better deals with suppliers.
- Q.18 A career path in retailing includes merchandising roles.
- Q.19 Seasonal demand is not a factor considered in determining retail pricing.
- Q.20 Retail pricing strategy also influenced by competitors' prices.

SECTION-C

Note: Short answer type questions. Attempt any twelve questions out of fifteen questions. (12x5=60)

- Q.21 Discuss the retail selling process in short.
- Q.22 Explain potential career paths in retailing.
- Q.23 How does seasonal demand affect retail pricing.
- Q.24 Explain how competitors' prices influence retail pricing strategy.
- Q.25 What role does branding play in retailing?

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