

- 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.

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Roll No.

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?
- Manufacturing
 - Pricing
 - Promotion
 - Selling to end consumers
- Q.2 What is the concept of retail life cycle primarily concerned with?
- Employee turnover
 - Product innovation
 - Store layout
 - Customer feedback
- Q.3 What distinguishes product retailing from service retailing?
- Tangibility of offerings
 - Geographic location
 - Advertising strategies
 - Customer service levels

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

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- 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?

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