

- 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 : 3 Hrs.

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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