

- No. of Printed Pages : 4  
Roll No. ....

## Time : 3Hrs. M.M. : 100

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

- ## SECTION-D

Q.36 Describe the Chain Retailer, Can a franchise be a chain retailer?

Q.37 What do you mean by pricing? Discuss various pricing strategies in detail.

Q.38 What is Retail Selling Process? Explain in detail in the proper sequence of steps involved.

- a) Retailer as a Brand    b) Manufacture
- c) Distributor              d) All of these

Q.6 Price is \_\_\_\_\_

- a) Perceived value of a product
- b) Monetary value of a product
- c) None
- d) Both

Q.7 Elaborate RSP stands for \_\_\_\_\_

- a) Retail Selling Price    b) Retail selling Process
- c) Remote Selling Price    d) None

Q.8 This is not a type of store based retail.

- a) Departmental Store    b) Consumer Canteen
- c) Online Shopping        d) None

Q.9 Product Demo is related with \_\_\_\_\_

- a) Marketing                b) Sales
- c) Promotion               d) All of these

Q.10 What is Bundle pricing?

- a) One Product Many Price
- b) Many Product One Price
- c) One Product One Price
- d) None

## SECTION-B

**Note:** Objective type questions. All questions are compulsory. (10x1=10)

Q.11 Organized Retailing is a new sector in India(T/F)

Q.12 Penetration pricing strategy follows low price.(T/F)

Q.13 Sole properties in India do not work traditionally. (T/F)

Q.14 Modern retailer promotes customer centric culture. (T/F)

Q.15 Retailer focus on \_\_\_\_\_ (Customer/Producer)

Q.16 Retailer does not sell the product to end users. (T/F)

Q.17 'Demo' is not a step of retail selling process.(T/F)

Q.18 This is a retail format \_\_\_\_\_ (Super Market / Monopoly market)

Q.19 Product is a part of Retail marketing mix. (T/F)

Q.20 Expand RSP \_\_\_\_\_

## SECTION-C

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

Q.21 Take some examples of organized retail from current market.

Q.22 Discuss work framework of e-commerce companies.

Q.23 Write a short note on future of online retail in India.