

Indian Maritime University

70 Marks

Pass Marks - 35

June 2022 End Semester Examinations

UG31T2401 - RETAIL MANAGEMENT I

Date: 02.06.2022

Duration : 3 Hours

Part A – 10 MCQs (10 X 01 Mark)

- (i) The word retail is derived from the French word
- a) To cut up
 - b) flip flop
 - c) Compounding
 - d) None of the above
- (ii) Who is the last link in the chain connecting the producer and customer ?
- a) Wholesaler
 - b) Retailer
 - c) SC company
 - d) None of the above
- (iii) What is the role of a retailer?
- a) Link between producer and consumer
 - b) The retailer as a channel member
 - c) The retailer as an image creator
 - d) All the above
- (iv) Multiple shops are also known as _____
- a) Chain stores
 - b) Self service stores
 - c) Shopping by post
 - d) Departmental store
- (v) Retailer is a person who sells the goods in a _____
- a) Large quantities
 - b) Small quantities
 - c) Both a & b
 - d) None of these
- (vi) In retailing there is a direct interaction with _____
- a) Producer
 - b) Customer
 - c) Wholesaler
 - d) All of these

(vii) Retailing creates _____

- a) Time utility
- b) Place utility
- c) Ownership utility
- d) All of these

(viii) _____ activities performed by the retailers

- a) Assortment of offerings
- b) Holding stock
- c) Extending services
- d) All of these

(ix) What is importance of merchandise planning in retail organisation

- a) Planning and controlling of merchandise inventory
- b) Reaching the KRA of retail organisation
- c) Achieve more profit through inventory management
- d) All the above

(x) The factor leading to the growth of retailing is _____

- a) Changing consumer trends
- b) Technology
- c) Demographics
- e) All the above

Part B – 5 Short Questions (05 X 02 Marks)

- (i) Elucidate Wheel of Retailing
- (ii) What is the difference between organised and non-organised retailing?
- (iii) What are the functions performed by retailer?
- (iv) What is Omni channel retailing?
- (v) What is E tailing?

Part C – 7 Long Questions-Answer Any 5 (05 X 10 Marks)

- (i) What is retailing? Explain the key sectors in Indian Retail
- (ii) Write an essay on Store based retailing and Non-Store based retailing
- (iii) What is the difference between consumer and customer. Explain the factors Influencing buying behaviour in Retail.
- (iv) What is the difference between Market Research and Marketing Research. Discuss customer decision making process
- (v) What do you meant by private label? Explain about product retail vs Service retail

(vi) Define Merchandise planning. What are the factors involving in retail merchandise innovativeness.

(vii) In March 2011, Subway announced that it had become the world's largest fast food retail chain, overtaking McDonald's in the total number of outlets worldwide. To a few keen observers, this was a sign of the time – a fundamental consumer shift towards wellness and health, and therefore a hunger for relatively healthy food, even if it be fast food.

Consumers today are becoming increasingly health – conscious, and Subway is ideally positioned to leverage this insight as a healthy sandwich made from fresh ingredients. Contrast to this McDonald's, which in essence continues to remain a processed burger restaurant for the family, with loats of delicious, but immensely fattening cheese and fries thrown in – despite its consistent efforts to introduce low-calorie and grilled foods on the menu. No wonder, subway has forged ahead with 33,749 outlets globally, compared to McDonald's count of 32,737 outlets.

Clearly, this surprising change in the pecking order of fast – food brands indicated a deep – seated change in consumer preferences. This fundamental change has also been leveraged by many other foods and beverages brands in the recent past. Witness, for instance, the dramatic growth of Coke Zero, Diet Pepsi and Bud Light, the introduction of whole-wheat and high-fibre biscuits by Britannia, the increasing presence of calorie counts on restaurant menus.

Questions

- a) Why is research Essential to a retailer?
- b) How can research aid the retailer in building competitive advantages
- c) As a retail student, how do you give a consultancy for your nearby fast food retailer to improve his business from the light of this case study and the theories which you learned about understanding the retail consumer.