

**Indian Maritime University**  
**(A Central University, Govt of India)**  
**End Semester Examinations – June 2024**  
**Programme Name: BBA (Logistics, Retailing & E-Commerce)**  
**Semester: VI**  
**Subject Code: UG31T2601**  
**Subject Name: Retail Management III**

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Date: 27.05.2024

Max Marks: 70

Duration: 03 Hrs

Pass Marks: 35

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General Instructions

- (i) All Sections (A, B & C) are to be attempted.
- (ii) Options, if any, are specified in respective section.

**Section A**

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**Part A – 10 MCQs (10 X 01 Mark)**

- (i) Full form of GMROI
  - a) Gross merchandise Retail Organisation Inventory
  - b) Gross Marketing Retail Operation Investment
  - c) Gross Margin Return on Interest
  - d) Gross Margin Return on Investment
- (ii) This form of pricing is a variation of multiple pricing where various product are bundled together and sold as one unit
  - a) Penetration pricing
  - b) Buddle pricing
  - c) EDLP
  - d) All the above
- (iii) \_\_\_\_\_ also known as "silent salesman"
  - a) Owner

- b) CCTV
- c) Employees
- d) Visual merchandising

(iv) \_\_\_\_\_ is used in stores where the merchandise and fixtures are grouped in clusters as in boutiques

- a) Grid circulation
- b) Race track circulation
- c) Herringbone Circulation
- d) Free flow circulation

(v) Development of a portfolio of brands and sub-brands in an organization built on the core brand identity is called as \_\_\_\_\_

- a) Pricing strategy
- b) Brand Architecture
- c) Service Strategy
- d) Store Strategy

(vi) Branding includes

- a) Improving value proposition
- b) Service strategy
- c) Customer service
- d) All the above

(vii) What is ECR

- a) Effective Customer Response
- b) Excellent Coffee Retailer
- c) Efficient Consumer Response
- d) All the above

(viii) Mark-ups in retailing are typically computed on the basis of \_\_\_\_\_.

- a) merchandise cost

- b) merchandise cost plus freight
- c) retail selling price
- d) retail selling price plus freight

(ix) A major characteristic of micro-merchandising is the \_\_\_\_\_.

- a) lower costs through quantity discounts
- b) use of rationalized retailing
- c) appeal to local tastes
- d) use of the top-down approach to space management

(x) SCM consist of

- a) Logistics
- b Distribution
- c) Warehousing
- d) All the above

### **Section B**

Five Questions of 02 Marks each

11. What is retail shrinkage?
12. Briefly explain about the concept of retail store operations
13. Write a short note on feasibility study.
14. Mention any four criteria proposed by Keller for an efficient IMC.
15. Distinguish between Mark-up pricing Vs Mark-down pricing

### **Section C**

Seven Questions of 10 Marks each of which any 05 questions to be answered.

16. Explain in brief at least five different pricing strategies.
17. Discuss nine dimensions of store image presented by Lindquist.
18. How events and promotions are very much a part of the retail marketing scene. Discuss.
19. Why a store manager is important to a retail store? Discuss her/his responsibilities in brief.

20. Explain in detail about the space mix and store layout
21. Explain the 5 S's of Retail Operations.
22. Discuss various factors that influence retail pricing decision.

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