

Indian Maritime University
(A Central University, Govt of India)
End Semester Examinations – December 2023
Programme Name: BBA(LRE)
Semester: IV
Subject Code: UG31T2401
Subject Name: Retail Management - I

Date: 13.11.2023

Max Marks: 70

Duration: 03 Hrs

Pass Marks: 35

General Instructions

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

Section A

Ten MCQs/Fill in the Blanks of 01 Mark each – Choose the correct answer as applicable.

1. What are the two specific dimensions of retail marketing?
 - a) How to find customers and marketplace
 - b) How to attract customers and persuade those customers to make a purchase from the store
 - c) Both a and b
 - d) None of the above

2. Build your business on a solid transactional backbone and integrate different sales channels, better understand customer preferences, and leverage customer information
 - a) Supply chain execution
 - b) Multi-channel retailing
 - c) Purchasing
 - d) Category Management

3. The correct statement about chain stores is ---.
 - a) they offer economies of scale in buying.
 - b) they can hire good managers.
 - c) they integrate wholesaling and retailing functions.
 - d) they centralize function.

4. Store Brand means
 - a) Which carries the retailer's name, such as Website, Food World, Big Bazaar
 - b) Where a common brand name is used across multiple categories
 - c) Where specific brand names are created for specific market segments and/or categories
 - d) None of the above.

5. Which is not a function of Manufacturer/ Wholesaler?
- Shipping
 - Marketing
 - Merchandise
 - Ad Agency
6. The task such as Window dressing, interior display setups, use of mobile displays are allotted to
- Display Personnel
 - Credit Personnel
 - Customer service Personnel
 - Management Personnel
7. Many workers are reporting to one manager is known as
- Flat Organization
 - Hierarchal Organization
 - Both a and b
 - None of the above
8. Product – focused Merchandising involves
- Analysing sales performance and profitability metrics to find and invest in the most profitable products based on store size, volume
 - creating product assortments based on customer insights, their preferences, and their path to purchase based on an analysis of loyalty data, social network signals
 - creating product assortments based on organizational insights
 - All of the above
9. Identify the traditional retail format.
- Supermarket
 - Kirana store
 - Hypermarket
 - None of the above
10. Identify the term which is not a variable in retail life cycle.
- Growth the phase
 - Introduction phase
 - Moving phase
 - All the above

Section B
Five Questions of 02 Marks each

11. How can we manage organized retail?
12. What do you mean by FDI?
13. Define Private Label.
14. Write about the category Killers.
15. Compare Department Stores and Speciality Stores.

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

16. Compare the Organized and Unorganized retailing Sectors.
17. Discuss the FDI types elaborately.
18. Write short notes on the process involved in setting up a retail organization.
19. Describe the different classifications of Merchandise.
20. What do you mean by non-store retailing? Elaborate the Methods used by the non-store retailer.
21. Discuss the various steps involved in the consumer decision-making process.
22. Explain store-based retail format classification on the basis of the price of the Merchandise offered to the End customer.