

**Indian Maritime University**  
**(A Central University, Govt of India)**  
**End Semester Examinations – June 2024**  
**Programme Name: BBA (LRE)**  
**Semester: IV**  
**Subject Code: UG31T3401**

**Subject Name: FUNDAMENTALS OF RETAIL BUSINESS**

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Date: 28.05.2024

Max Marks: 70

Duration: 03 Hrs

Pass Marks: 35

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

**Section A**

Answer all questions. Choose the correct answer as applicable. (Each carries 1 mark)

1..... do not take ownership of goods

- A. Retailers B. Distributors C. Agents D. Manufacturers

2. India is ----- largest retail market

- A. 3<sup>rd</sup> B. 5<sup>th</sup> C. 9<sup>th</sup> D. 12<sup>th</sup>

3. According to Mazur Plan, a retail organisation should have which of these core functions

- A. control & publicity B. operations & merchandising C. both A & B D. neither A or B

4. Education loan given to students by banks is an example of .....

- A. service retailing B. merchandising C. marketing D. None of these

5. Value offered by retailers to their customers can be affected by

- A. superior service B. types of products / brands C. retail ambience D. all or any of these

6. It is said on merchandising that "goods well bought are ....."

- A. An asset B. Half sold C. a liability D. of high price

7. Off price retailers are also called .....

A. factory outlets    B. category killers    C. close out retailers    D. none of these

8. Cognitive dissonance is .....

A. a type of post purchase anxiety    B. a method of merchandise display    C. a merchandise buying technique    D. a type of sales promotion

9. Convenience stores .....than supermarkets

A. Make customers wait for long in a checkout line    B. Avoid selling low profit products    C. Offer broad variety and deep assortments of merchandise    D. Charge higher price for similar product sold

10. Transition zone/ decompression zone in a retail store refers to .....

A. Area near the entrance    B. destination area    C. packing section    D. none of these

### **Section B**

Answer all questions (each carry 2 Marks)

11. What is retail value chain?

12. What is life style merchandising?

13. What do you mean by a consumer co-operative?

14. What do you mean by product life cycle? State the various stages of a product life cycle.

15. What are speciality stores? Give 2 examples.

### **Section C**

Answer any five questions (each question carries 10 Marks)

16. Elaborate functions of a retailer

17. Distinguish between product and service retailing.

18. Elaborate the role of a retail manager

19. Discuss the disadvantages of organised retail.

20. Explain the theory of merchandise buying behaviour by prof. Jagdish N Sheth

21. Describe the stages of consumer buying decision making process

22. Differentiate product and service retailing