

Indian Maritime University
(A Central University, Govt of India)
End Semester Examinations – December 2023
Programme Name: BBA (LRE)
Semester: VI
Subject Code: UG31T2601
Subject Name: Retail Management III

Date: 18.11.2023

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 respective section.

Section A

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

1. Visual merchandising is a _____
 - a. Silent salesman
 - b. Artistic work
 - c. Promotion strategy
 - d. None of these
2. _____ is an integral element of retail Marketing mix
 - a. Promotion
 - b. Sales
 - c. Price
 - d. All the above
3. _____ is a pricing strategy in which a firm charges a high initial price and then gradually lowers the price to attract more price-sensitive customers.
 - a. Penetration
 - b. Bundle pricing
 - c. Skimming pricing
 - d. None of these
4. Improving value proposition is a part of _____ .
 - a. Sales
 - b. CRM

- c. Segmentation
 - d. Branding
5. CPFR stands for
- a. Collaborative Planning Forecasting and Replenishment
 - b. Cooperative Planning and Futuristic Retailing
 - c. Collaborative Plan for futuristic Retailing
 - d. None of the above
6. A store can be exciting to its customers with its _____
- a. Merchandise
 - b. Range of service
 - c. Ambience
 - d. All the above
7. _____ refers to the development of a portfolio of brands and sub-brands in an organization built on the core brand identity.
- a. Brand Architecture
 - b. Brand endorsement
 - c. Brand equity
 - d. All the above
8. CRM stands for
- a. Customer Request Management
 - b. Customer Retention Management
 - c. Customer Relationship Management
 - d. None of the above
9. Distribution is a part of
- a. Logistics
 - b. retailing
 - c. SCM
 - d. All the above
10. _____ is a deliberate reduction in the selling price of retail merchandise.
- a. Mark up pricing
 - b. Mark down pricing
 - c. Lost leader pricing
 - d. None of the above

Section B

Five Questions of 02 Marks each

- 11. Write short notes on Cross docking.
- 12. What is Price bundling? Why is it resorted to? Give an example.
- 13. Why do we need to keep Optimal Inventory at all times?
- 14. What is the reason Promotions are resorted to by Brand owners?

15. Define retail marketing.

Section C

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

16. Supply chain management has a leading role in retail business. Discuss
17. Explain retail logistics. Why is the concept of reverse logistics gaining importance?
18. What are the elements of retail pricing? Briefly explain the different types of pricing strategy.
19. Explain 5 S's of retail operation. Comment on the key components of retail operations.
20. Describe retail Marketing mix, what is the importance of retail economics?
21. Elucidate the concept of Integrated Marketing Communication in Retail.
22. Store environment has a vital role in retailing. Discuss.

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