

Indian Maritime University
(A Central University, Govt of India)
End Semester Examinations – June 2023
Programme : BBA (LRE)
Semester: V
Subject Code: UG31T2501
Subject : RETAIL MANAGEMENT II

Date: 06.06.2023

Max Marks: 70

Duration: 03 Hrs

Pass Marks: 35

General Instructions

All Sections (A, B & C) are to be attempted.
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. _____ is the geographic area that generates the majority of the customers for the store.
 - a. Trading area
 - b. Selling area
 - c. Marketing area
 - d. All the above

2. _____ is a brand owned by a company, offered by that company alongside and competing with brands from other business.
 - a. Local brand
 - b. Private Label
 - c. Umbrella brand
 - d. All the above

3. Total system supplied by the franchisor for running the business is known as _____.
 - a. Product Franchise
 - b. Manufacturing Franchise
 - c. Business Format Franchise
 - d. All the above

4. Which of the following is not the stage in the process of wheel of retailing
 - a. Entry phase
 - b. Introduction phase
 - c. Trade-up phase
 - d. Vulnerable phase

5. The retail organisation loses its _____ edge at decline stage
- Competitive
 - Promotion
 - Positioning
 - Segmenting
6. Which is the last stage in consumer buying process
- Need recognition
 - Evaluation
 - Post purchase
 - Information search
7. The PEST analysis is done to
- analyse competition
 - analyse profitability
 - analyse external environment
 - analyse customer needs
8. Shopping malls are preferred as they offer
- Lowest price
 - Food courts
 - Great shopping experience
 - Speciality goods
9. Omni Channel means
- Multiple Product ranges
 - Shopping using Online and Stores
 - Aggregator of products
 - All the above
10. Fashion Merchandise has
- Seasonal demand
 - Predictable demand
 - Unpredictable demand
 - None of the above

Section B

Five Questions of 02 Marks each

11. What is strategic planning of an organisation?

12. Describe trading area for the retailers.

13.What is ABC Analysis?

14.What is a Joint Venture?

15. What is consumer behaviour?

Section C

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

16.What are Michel porters five-force model and explain how it can be used for retail strategy with an example.

17.Explain the steps involved in choosing a retail location.

18.Explain the types of Franchising and its advantages and disadvantages

19.What are the key factors to be considered to decide the retail location and steps involved in decision?

20. Discuss the importance of branding in retail. Elucidate the difference between umbrella branding and Individual branding.

21. Explain the importance of merchandise planning. Write a brief note on merchandise planning process

22. Describe the term marketing penetration and market development. What are the different international growth strategies for retailers.
