

Indian Maritime University
Supplementary Examinations – September/October 2024

BBA (LRE)

Sem VI

UG31T2601 - RETAIL MANAGEMENT III

Date – 30.09.2024	Maximum Marks - 70 Marks
Pass Marks – 35 Marks	Duration: 3 Hours

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) Gird 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) Markups 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

Part B – 5 Short Questions (05 X 02 Marks)

- (i) Retail pricing is one of the major influencing factor to attract the customer. Discuss
- (ii) Explain in detail about the concept of retail store operations
- (iii) Discuss the role of customer service in Retail.
- (iv) Elucidate 5'S of retailing
- (v) Explain in detail about Mark-up pricing Vs Mark-down pricing

Part C – 7 Long Questions-Answer Any 5 (05 X 10 Marks)

- (i) Briefly Explain and discuss the advantages of each of the following with landmark examples
 - a) Penetration Pricing
 - b) EDLP
 - c) Odd Pricing
 - d) Leader Pricing
- (ii) How events and promotions are very much a part of the retail marketing scene. Discuss
- (iii) What is Retail Economics? Explain in detail about the space mix and store layout
- (iv) An effective Visual Merchandising enables the passer-by into a browser and a browser into a buyer. Discuss
- (v) Elucidate Retail Marketing Mix. Develop a Retail Marketing mix for a supermarket store.
- (vi) Explain Retail Image. How important it is for Retail business to invest in branding and positioning. Discuss the branding strategies in retail
- (vii) What is retail logistics. Explain the following terms in detail
 - a) Lead Time
 - b) CPFR
 - c) Cross Docking
 - d) Value chain