

**INDIAN MARITIME UNIVERSITY**  
(A Central University, Govt. of India)  
End Semester Examinations – June/July 2019  
Semester IV  
**B.B.A (Logistics, Retailing and E-Commerce)**  
**Retail Management I-( UG31T1401)**

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Date:10.06.2019

Max Marks :100

Time: 3 Hrs

Pass Marks: 50

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**Part-A**

**Answer all the questions**

10 x 1 = 10

1. Who is the last link in the chain connecting the producer and customer ?
  - a. wholesaler
  - b. agent
  - c. retailer
  - d. storekeeper
  
2. Internet marketing and telemarketing are the recent trends in ..... business
  - a. retail
  - b. wholesale
  - c. conventional
  - d. manufacturing
  
3. Shopping malls, super markets and hypermarkets come under which type of marketing?
  - a. wholesale
  - b. retail
  - c. direct marketing
  - d. agent service
  
4. E-retailing refers to
  - a. sales of electronic items
  - b. catalog shopping
  - c. computerized store
  - d. retailing and shopping through internet
  
5. Giant retailers called \_\_\_\_\_ concentrate on one product category such as toys or home improvement
  - a. Category killers
  - b. Variety stores
  - c. supercenters
  - d. box stores

6. The Indian Retail industry is the ----- largest in the world
- 5<sup>th</sup>
  - 6<sup>th</sup>
  - 7<sup>th</sup>
  - 8<sup>th</sup>
7. ----- is one of the biggest retailers in India with more than 450 stores across the country
- Pantaloons
  - Tata Group
  - Reliance
  - Spencers
8. Retail chains dealing in specific categories and provide deep assortment are known as
- Hypermarkets
  - Speciality stores
  - Departmental stores
  - Shopping Malls
9. The operations by a single firm of shops or other forms of retail distribution in more than one country is known as
- International retailing
  - Global retailing
  - Joint venture
  - Merger and takeover
10. Challenges facing global retailing are
- New markets
  - Consumer
  - Technology
  - All of the above

**Part – B (200 words)**  
**Answer any 6 questions**    6 x 7 = 42

11. Define retailing. What are the special characteristics of retailing?
12. Differentiate a retailer from a wholesaler.
13. What are the different phases of retail lifecycle?

14. Explain the environmental theory of retailing.
15. Comment on the evolution of retail in India.
16. Explain the concept of store based and non-store based retailing.
17. What is global retailing? What is the significance of retailers going global?
18. What are the challenges associated with global retailing

**Part-C (500 Words)**

***Question No.19 is compulsory and***

**Answer any 3 questions of the remaining 5 questions** 4 x 12 = 48

19. What is FDI in retailing? Considering the current scenario of Indian Industry, Indian economy, consumer psychology, political and socio cultural aspects give your arguments in favour and against FDI in retailing in India.
20. Explain the key drivers of retail and its impact & change in India.
21. Explain the concept of E-tailing with its advantages and disadvantages.
22. Explain retail mix and the concept of positioning in retail.
23. What are the factors to be considered when engaging in global retailing?
24. Write detailed notes on unorganised and organized retailing. What are the problems of organised retailing in India.