

Indian Maritime University
(A Central University, Govt of India)

Supplementary Examinations – September/October 2024
Programme Name: BBA (Logistics, Retailing & E-Commerce)

Semester: IV

Subject Code: UG31T3401

Subject Name: Fundamentals of Retail Business

Date: 24.09.2024

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. Which of the below is not a part of consumer decision making process?
 - (a) Need recognition
 - (b) Evaluation of alternatives
 - (c) Post-purchase evaluation
 - (d) Political environment study

2. Dividing the consumers into groups based on specific characteristics or behaviours is called as:
 - (a) Market segmentation
 - (b) Brand positioning
 - (c) Product positioning
 - (d) Local segmentation

3. A retailer is a link between the:
 - (a) Producer and wholesaler
 - (b) Producer and consumer
 - (c) Consumer and distributor
 - (d) Consumer and wholesaler

4. What contributes for the growth of the retailer?
 - (a) Globalisation
 - (b) Rise of consumerism
 - (c) Growth of private labels
 - (d) All of the above

5. Which of the below is not an attribute of a chain retail firm with reference to organisation structure?

- (a) Many functional divisions (b) Centralised authority
(c) Owner personally runs the organisation (d) None of the above

6. _____ consists of the activities involved in acquiring particular goods and/or services and making them available at the places, times, and prices and in the quantity that enables a retailer to reach its goals.

- (a) Merchandising (b) Logistics
(c) Bulk selling (d) Personal selling

7. A convenience store is a store:

- (a) Located on the highways (b) Located inside a shopping mall
(c) Located near a residential area (d) Kiosk in a departmental store

8. Which of the below is not a non-store retail format:

- (a) Snacks stall in a cinema complex (b) Door-to-door solicitation
(c) Direct selling (d) In-home demonstration

9. Which of the below is not a typical customer service?

- (a) Co-branded credit cards (b) Frankie kiosk at the entrance
(c) Fitting rooms (d) Babysitting

10. Identify the key characteristics of service retailing.

- (a) Clarity of service benefits (b) Welcome drink
(c) Common positioning (d) None of the above

Section B

Five Questions of 02 Marks each.

11. What is retail value chain?

12. Mention any four factors influencing a retail consumer's decision making process.

13. Describe a consumer co-operative.

14. Briefly explain product life cycle.

15. What is an automated vending machine/kiosk?

Section C

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

16. Describe the functions of a retailer.
17. Distinguish between product and service retailing.
18. Explain:
 - (a) Direct selling
 - (b) Direct marketing
19. Discuss the disadvantages of organised retail.
20. Discuss on how the key drivers of retail has contributed to the growth of retail in India.
21. Discuss the key sectors in Indian retail.
22. Explain the process of consumer decision making with regard to purchasing a mobile phone.