

Q.21 What is the difference between product retailing and service retailing?

Q.22 Explain the concept of retail customer loyalty.

SECTION-D

Note: Long answer type questions. Attempt any two questions out of three questions. (2x8=16)

Q.23 Explain the concept of retail marketing mix and its importance in retail management.

Q.24 Describe the main functions of a retailer and also explain the various types of retail models.

Q.25 Explain how retailers can use the retail life cycle to develop effective marketing strategies and increase sales and profits.

(20)

(4)

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4th Semester/ DBM Marketing, DBM HRM Subject : Fundamentals of Retail Management

Time : 3 Hrs.

M.M. : 60

SECTION-A

Note: Multiple choice questions. All questions are compulsory (6x1=6)

Q.1 Generally retailers do not advertise?

- a) Their service b) Their Location
- c) Their Store d) Individual Brand

Q.2 Which of the following handles the objections of a customer very first?

- a) Manufacturer b) Wholesaler
- c) Producer d) Retailer

Q.3 What is the retail marketing mix?

- a) Product, price, place, and promotion
- b) Product, price, place, and people
- c) Product, price, promotion, and people
- d) Product, place, promotion, and people

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- Q.4 Which stage of the retail life cycle involves the introduction of a new product?
- a) Introduction b) Growth
c) Maturity d) Decline
- Q.5 What is the primary goal of retail communication?
- a) To inform customers about products
b) To persuade customers to buy products
c) To build customer loyalty
d) To provide customer support
- Q.6 Which of the following is a driver of retail change in India?
- a) Increasing competition
b) Changing consumer behavior
c) Advances in technology
d) All of the above

SECTION-B

Note: Objective/ Completion type questions. All questions are compulsory. (6x1=6)

- Q.7 The introduction stage of the retail life cycle involves the decline of a product. (TIF)
- Q.8 The retail marketing mix includes 'Product' as one of its elements. (TIF)

- Q.9 Retailing has the same objective as wholesaling. (TIF)
- Q.10 Retail communication is used to inform and educate the customers about products. (TIF)
- Q.11 Retail pricing strategies do not consider the competition. (TIF)
- Q.12 Career opportunities in retail are limited. (TIF)

SECTION-C

Note: Short answer type questions. Attempt any eight questions out of ten questions. (8x4=32)

- Q.13 Describe the scope of retailing.
- Q.14 What is the difference between a department store and a specialty store?
- Q.15 Explain the concept of retail marketing mix.
- Q.16 How do retailers perform the function of storing and warehousing?
- Q.17 Describe the characteristics of the growth stage of the retail life cycle.
- Q.18 What is the importance of retail pricing in retail management?
- Q.19 Explain the concept of retail communication.
- Q.20 Describe the different types of retail formats.