

BBA
FIFTH SEMESTER (SPECIAL REPEAT)
RETAIL MANAGEMENT
BBA-502A

(Use separate answer scripts for Objective & Descriptive)

Duration : 3 hrs.

Full Marks : 70

Time : 20 min.

(PART-A : Objective)

Marks : 20

Choose the correct answer from the following:

1X20=20

1. Market for automobiles needs to be segmented on the basis of:
 - a. Buying behaviour
 - b. Psychographics
 - c. Geographic
 - d. DemographicsChoose the most appropriate answer from the options given below.
 - a. a and d only
 - b. c and d only
 - c. a, b and d only
 - d. a, b, c and d
2. The most important retail marketing decision a retailer has to make is to:
 - a. Select the product assortment
 - b. Identify its target market
 - c. Choose the desired service level
 - d. Develop an effective store atmosphere
3. Which among the following is a process of arranging a product to create a unique impression in the customers' mind?
 - a. Market segmentation
 - b. Target marketing
 - c. Positioning
 - d. Global marketing
4. Two or more complementary products offered together at a single price is known as:
 - a. Bundle pricing
 - b. Transfer pricing
 - c. Full cost pricing
 - d. Going rate pricing
5. In market skimming, the pricing strategy is such that:
 - a. Initially the price is lower, then it is reduced
 - b. Initially the price is higher, then it is reduced
 - c. Initial price is high and then it is maintained high
 - d. Both b and d
6. Out of the following, which is not an objective of pricing?
 - a. Profit
 - b. Stabilizing demand and sales of the product
 - c. Improvement in product quality
 - d. Expansion of business

7. Which type of retailers involve in comparatively low prices as a major selling point combined with the reduced cost of doing business?
 - a. Convenience stores
 - b. Discount retailers
 - c. Limited line retailers
 - d. Departmental stores
8. In principle, all goods and services are valued at _____, that is inclusive of all taxes.
 - a. Market price
 - b. Sales volume
 - c. Production volume
 - d. Consumer preference
9. Which is last stage in Consumer Buying Process
 - a. Need Recognition
 - b. Evaluation
 - c. Post Purchase
 - d. Information Search
10. This style refers to a small section of consumers who want to try and experiment with new products and new variants of existing products:
 - a. Novelty oriented style
 - b. Pleasure oriented activity
 - c. Impulsive style
 - d. Quality oriented style
11. Which of these is not a part of consumer decision making process?
 - a. Gather information
 - b. Consider the consequences
 - c. Agonize
 - d. Evaluate the results
12. _____ refers to a limited search by consumer before taking decision.
 - a. Extended CDM
 - b. Nominal CDM
 - c. Habitual CDM
 - d. Limited CDM
13. A retailer's _____ is the key to its ability to attract customers.
 - a. location
 - b. promotion system
 - c. pricing system
 - d. store personnel
14. A store that stocks particular type of merchandise:
 - a. convenience
 - b. specialty
 - c. departmental
 - d. non store
15. Retailer is a person who sells the goods in a-----,
 - a. large quantities
 - b. small quantities.
 - c. both a & b.
 - d. none of these
16. The main objective of retail management is-----,
 - a. profitability
 - b. sales growth
 - c. return on investment
 - d. all of these
17. Which activity is/activities are performed by the retailers?
 - a. assortment of offerings
 - b. holding stock
 - c. extending services
 - d. all of these

18. This is the most preferred and easiest mode through which foreign players have entered the Indian market:

- a. FII
- b. Franchising
- c. FDI
- d. IIP

19. Which of these segments typically would be the largest segments?

- a. People who have interest in purchasing
- b. People who have acted on their purchase decisions
- c. People who have decided to purchase
- d. People who are aware of the product

20. This type of consumer buys without much analysis or information:

- a. Shopping as a fun
- b. Pleasure oriented activity
- c. Loyalty style of shopping
- d. Impulsive style

[PART-B : Descriptive]

Time : 2 hrs. 40 min.

Marks : 50

[Answer question no.1 & any four (4) from the rest]

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|----|---|-----|
| 1. | a. Describe the various pricing policies adopted by the marketers. | 5+5 |
| | b. What are the factors that influences the retail prices? | |
| 2. | Briefly explain the function of following in retailing: | |
| | a. Store management | 3 |
| | b. Inventory management | 3 |
| | c. Customer Service | 2 |
| | d. Premises management | 2 |
| 3. | State the customer decision making process? What are the types of consumer decision making? | 5+5 |
| 4. | Describe the factors that influences retail consumers' decision and behaviour. | 10 |
| 5. | Discuss the various functions of retailing. | 10 |
| 6. | Describe the various types or channels of retailing. | 10 |
| 7. | a. Explain briefly the STP model of marketing strategy. | 4+6 |
| | b. State the advantages of segmenting the market. | |
| 8. | a. Explain briefly the different kinds of market structures. | 5+5 |
| | b. What are the ways or strategies for penetrating a new market? | |

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