

**MASTER OF BUSINESS ADMINISTRATION**  
**Third Semester**  
**RETAIL MANAGEMENT (MDC)**  
**(MBA – 306 B)**

**Duration: 3Hrs.**

**Full Marks: 70**

Part-A (Objective) =20  
Part-B (Descriptive) =50

**(PART-B: Descriptive)**

**Duration: 2 hrs. 40 mins.**

**Marks: 50**

**Answer any four from Question no. 2 to 6**  
**Question no. 1 is compulsory.**

1. What are the various functions of retailing? (10)
2. Mention five Store and non store retail formats. (5+5=10)
3. What are “Category Killers”? What are the factors influencing the retail consumer? (2+8=10)
4. What are the changing trends in Retailing? What are the importances of Retailing? (5+5=10)
5. What are the consumer Decision making process? What are the types of decision making?
6. What are the different kinds of markets? What are the benefits of market Segmentation? (5+5=10)

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**MASTER OF BUSINESS ADMINISTRATION**  
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**Duration: 20 minutes**

**Marks – 20**

**(PART A - Objective Type)**

**I. Answer the following:**

**1×20=20**

1. Retailing encompasses the business activities involve in selling goods and services to consumers for their personal, family or household use. True or False
2. The word retailing has come from a French word.....which means to cuff off a piece.  
1. Retailler                      2. Retailior                      3. Rental
3. Retailers perform specific activities such as anticipating customer wants, developing assortments of products, acquiring market information and financing. True or False
4. ....is the understanding of consumer make decision to use their resource such as time money and effort for buying, using and disposing goods and services.  
1. Consumer Behaviour                      2. Consume Wants                      3. Consume Demands
5. An accurate understanding of consumer need helps the retailer sell the products that are likely to be successful in the market. True or False
6. Retailers need to know the various influences that lead up to a purchase, not just the store where the purchase is made. True or False
7. Buying decision of each person will be influenced by his/her role and status in the society. True or False
8. ....refers to basic directional decisions and consists of the important actions necessary to realize these directions in order to gain sustained competitive advantage.  
1. Strategy                      2. Planning                      3. Organizing
9. In .....strategy a firms believes that there exist ample opportunities by exploiting its current product and current market.  
1. Market Penetration                      2. Market Segmentation                      3. Market Development
10. Expansion through..... strategy involves development of new or improved products for its current market.  
1. Market Penetration                      2. Market Segmentation                      3. Product Development
11. Finding the correct marketing mix is an important part of positioning the retail outlet to be distinguish from the competitors. True or False



12. The different products that the store offers is termed as merchandise mix.  
True or False
13. Location is typically the prime consideration in a customer's store choice decision.  
True or False
14. A..... is an environment that allows buyers and sellers to trade or exchange goods, services and information.  
1. Market                      2. Shop                      3. Online store
15. ....are the markets for products and services bought by individual for their own or family use.  
1. Consumer Market              2. Sellers Market              3. Online market
16. Market segmentation allows in designing services that meet the potential market demand and needs.      True or False
17. Retail location affects transportation cost and human resource cost.      True or False
18. The retailer considers the number, size and quality of competition before selecting a location.      True or False
19. Typically the rent in a mall location is lesser than other retail locations.      True or False
20. A..... is a retail location that is situated on the major traffic artery, without any other competitive retailers nearby.  
1. Freestanding              2. Home Based              3. Downtown area

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