

**BACHELOR OF BUSINESS ADMINISTRATION
FIFTH SEMESTER [SPECIAL REPEAT]
RETAIL MANAGEMENT
BBA – 502A**

**SET
A**

[USE OMR SHEET FOR OBJECTIVE PART]

Duration: 3 hrs.

Full Marks: 70

Time: 30 mins.

(Objective)

Marks: 20

Choose the correct answer from the following:

1 × 20 = 20

1. A store that stocks particular type of merchandise:
 - a. convenience
 - b. Specialty
 - c. Departmental
 - d. non store
2. A retailer's _____ is the key to its ability to attract customers.
 - a. location
 - b. promotion system
 - c. pricing system
 - d. store personnel
3. Retailer is a person who sells the goods in a _____.
 - a. large quantities
 - b. Small quantities.
 - c. both a & b.
 - d. none of these
4. The main objective of retail management is _____.
 - a. profitability
 - b. sales growth
 - c. return on investment
 - d. all of these
5. Which activity is/activities are performed by the retailers?
 - a. assortment of offerings
 - b. holding stock
 - c. extending services
 - d. all of these
6. 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
7. 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
8. Market for automobiles needs to be segmented on the basis of:
 - a) Buying behaviour
 - b) Psychographics
 - c) Geographic
 - d) Demographics

Choose 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

9. 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
10. 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
11. 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
12. 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
13. 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
14. 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
15. 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
16. Which is last stage in Consumer Buying Process?
 - a. Need Recognition
 - b. Evaluation
 - c. Post Purchase
 - d. Information Search
17. 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
18. 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
19. 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

20. _____ refers to a limited search by consumer before taking decision.
- a. Extended CDM
 - b. Nominal CDM
 - c. Habitual CDM
 - d. Limited CDM

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(Descriptive)

Time : 2 Hr. 30 Mins.

Marks : 50

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

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

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