



BRAINWARE UNIVERSITY

Course – BBA

Retail Management (BBA404)

(Semester – 4)

Time allotted: 3 Hours

Full Marks: 70

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group –A

(Multiple Choice Type Question)

10 x 1 = 10

1. *Choose the correct alternative from the following*
 - (i) Flipkart sells books, computers, mobile phones etc. on the internet. It is an example of which type of e-market.
 - a. B2B
 - b. B2C
 - c. C2C
 - d. None of the these
 - (ii) Major retailer types include the following EXCEPT _____.
 - a. Specialty store
 - b. Discount store
 - c. Catalogue showroom
 - d. The internet
 - (iii) Retailers can position themselves as offering one of four service levels. Which of the following is NOT one of these levels?
 - a. Self – selection
 - b. Self – service
 - c. Limited service
 - d. Direct service
 - (iv) Which one is not a Promotion mix element?
 - a. Public Relations
 - b. Pricing
 - c. Personal Selling
 - d. Publicity
 - (v) A retailer sets a relatively high price for a product or service at first, and then lowers the price over time. What type of pricing is the retailer following?
 - a. Psychological price
 - b. Skimming pricing
 - c. Prestige pricing
 - d. Traditional pricing
 - (vi) An independent retailer using a central buying organization and joint promotion efforts is known as a _____.
 - a. Corporate chain store
 - b. Voluntary chain
 - c. Retailer cooperative
 - d. Merchandise conglomerate

- (vii) Big retail chains across the country such as Shoppers Stop, Westside, and Pantaloons etc. leave no stone unturned to woo consumers during the festive season. It is normal for retail chains to offer attractive freebies and discounts during the festive season. This is an example of;
- a. Advertising
 - b. Sales Promotions
 - c. Personal Selling
 - d. Publicity
- (viii) Retailers must make marketing decisions in the areas of product assortment and procurement, services and store atmosphere, prices, communications, locations, and _____.
- a. Niche
 - b. Style
 - c. Shoppers
 - d. Target market
- (ix) The retailer must decide on product-assortment breadth and _____.
- a. Store location
 - b. Layout
 - c. Prices
 - d. Depth
- (x) Shoppers stop target a segment of consumer with specific income level. Which segmentation is shoppers stop focusing upon.
- a. Geographic
 - b. Demographic
 - c. Psychographic
 - d. Behavioural

Group – B

(Short Answer Type Questions)

3 x 5 = 15

Answer any *three* from the following

- 2. What is the difference between super market and hyper market? [5]
- 3. What is e-marketing? [5]
- 4. Differentiate between skimming pricing and penetration pricing. [5]
- 5. Describe the benefits of segmentation. [5]
- 6. What is the difference between media and medium in promotion strategy? [5]

Group – C

(Long Answer Type Questions)

3 x 15 = 45

Answer any *three* from the following

- 7. Describe the consumer buying behaviour in a retail environment [15]
- 8. (a) What is sales promotions? [2]
- (b) What are the different tools of sales promotions for a retailer? [5]
- (c) How sales promotion is different from personal selling? [3]
- (d) What are the strengths and weakness of personal selling? [5]
- 9. (a) What is retail brand? [3]
- (b) What are the advantages of a retail brand? [12]

10. (a) What is promotional mix? [5]
(b) Describe each of the promotional mix strategies adopted by retailers. [10]
11. 'E – Retailing may change the future of the Indian retail industry vis a vis store based retail'. Elucidate the statement. [15]
