



BRAINWARE UNIVERSITY

Term End Examination 2018 - 19

Programme – Bachelor of Business Administration

Course Name – Retail Management

Course Code – 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) Which among the given option, is a paid form of promotion?
 - a. Personal Selling
 - b. Advertising
 - c. Publicity
 - d. Word of Mouth
 - (ii) Which one is the example of value based pricing?
 - a. Cost plus pricing
 - b. Market penetration pricing
 - c. Every day low price
 - d. Product bundle pricing
 - (iii) Which pricing strategy involves setting low prices in order to discourage or deter potential new entrants to the retailer market?
 - a. Pre-emptive pricing
 - b. Psychological price
 - c. Perceived value pricing
 - d. Prestige price
 - (iv) Which one is the example of public relations?
 - a. Sampling
 - b. Sales meetings
 - c. Seminars
 - d. Sales presentations
 - (v) High sales-low profit margins products which need to be displayed close to impulse products belongs to which product category
 - a. Profit builders
 - b. Profit builders
 - c. Traffic builders
 - d. Traffic builders
 - (vi) Which one is the example of product mix pricing?
 - a. Captive product pricing
 - b. Cost plus pricing
 - c. Competition based pricing
 - d. Demand based pricing

- (vii) “The person’s distinguishing psychological characteristics that lead to relatively consistent and enduring responses to his own environment” is the definition for
- a. Personality and self-concept
 - b. Roles and status
 - c. Sub culture
 - d. Social class
- (viii) What describe the ideal customer around which the marketing strategy will be devised and delivered?
- a. Market segmentation
 - b. Target market profile
 - c. Niche marketing
 - d. Mass marketing
- (ix) Selling of products and services through electronic channels can be considered as
- a. Personal selling
 - b. Electronic marketing
 - c. Catalogue marketing
 - d. Telemarketing
- (x) ATM is a computerized telecommunication device that provides customers a method of financial transactions can be considered as an example of;
- a. Personal selling
 - b. Electronic marketing
 - c. Catalogue marketing
 - d. Telemarketing

Group – B

(Short Answer Type Questions)

3 x 5 = 15

Answer any *three* from the following

- 2. Discuss the importance of location decision in retailing. 5
- 3. Compare exterior atmospheric with interior atmospheric in connection with a giant format retail store. 5
- 4. What do you understand by value based pricing? Give two examples. 5
- 5. Which are the five dimensions that are researched and found most important with respect to retail brand management? 5
- 6. ‘Retail is not capable of providing Augmented Product’. Discuss. 5

Group – C

(Long Answer Type Questions)

3 x 15 = 45

Answer any *three* from the following

- 7. (a) Define product. 5
- (b) What are the key interfaces of product management? 10
- 8. (a) What is the importance of space management in retail? 8
- (b) What are the steps to be taken into consideration for using floor space effectively? 7

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| 9. | (a) | Describe relationship marketing in retailing? | 5 |
| | (b) | In practice, “Buy one get one free” is a common offer at retail. Explain the type of promotion applied using this offer. | 5 |
| 10. | (a) | What is retail price? | 3 |
| | (b) | What are the objectives of retail pricing? | 5 |
| | (c) | Discuss retail pricing approaches and basic pricing strategy? | 7 |
| 11. | (a) | What is retail shopper behavior? | 3 |
| | (b) | Differentiate between consumer and buyer. | 3 |
| | (c) | What are the factors influencing retail shopper behavior? | 6 |
| | (d) | What are the stages of consumer decision making process? | 3 |
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