



BRAINWARE UNIVERSITY

Term End Examination 2024-2025
Programme – BBA-2022
Course Name – Retail Management
Course Code - BBAD502M
(Semester V)

Library
Brainware University
398, Ramkrishnapur Road, Barasat
Kolkata, West Bengal-700125

Full Marks : 60

Time : 2:30 Hours

[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)

1 x 15=15

1. Choose the correct alternative from the following :

(i) Recall the end point of a distribution channel.

- | | |
|-------------|-----------------|
| a) Producer | b) Seller |
| c) Retailer | d) Manufacturer |

(ii) Identify the last link in the chain connecting the producer and customer.

- | | |
|---------------|----------------|
| a) Wholesaler | b) Agent |
| c) Retailer | d) Storekeeper |

(iii) Identify the following:- Marketers see the process of retailing as a necessary part of their overall _____ strategy.

- | | |
|-----------------|------------------|
| a) Distribution | b) Sales |
| c) Marketing | d) Advertisement |

(iv) Identify the following:- Retailing is considered as the _____ step in the distribution of merchandise, for consumption for the end consumers.

- | | |
|-----------|----------------|
| a) First | b) Final |
| c) Second | d) Intervening |

(v) Identify the following:- The premise on which retailing activity takes place is called _____.

- | | |
|----------|-----------|
| a) Place | b) Market |
| c) Store | d) Office |

(vi) Interpret the following:- Retail outlet- 7-Eleven from US can be best classified under _____.

- | | |
|-----------------------|---------------------|
| a) Convenience Stores | b) Hypermarket |
| c) Chain Stores | d) Specialty Stores |

Group-C
(Long Answer Type Questions)

5 x 6=30

7. FashionElite introduced an introductory low-price strategy to attract new customers, but this has negatively impacted the perceived value of its premium fashion lines. While customer acquisition increased, profitability and brand image suffered. Recommend pricing adjustments for FashionElite to maintain customer acquisition while restoring its premium brand image and profitability. (5)
8. Analyze the significance of category management in the efficient operation of a retail business. (5)
9. Differentiate between Classical Buying and Category Management, highlighting their key characteristics, approaches, and impact on retail strategies. (5)
10. Examine the concept of un-organized retail. (5)
11. Describe the concept of independent retailers with examples. (5)
12. EcoGoods adopted a premium pricing strategy for its sustainable products, positioning itself as a high-end brand. However, with increased competition from lower-priced eco-friendly alternatives, sales have started to stagnate. Recommend pricing modifications for EcoGoods to retain its premium positioning while remaining competitive against lower-priced sustainable products. (5)

OR

HealthMart offers a subscription service for health supplements with a discount on bulk orders. While this model increased order quantities, a growing number of subscribers are canceling after the first few months due to price fatigue. Recommend strategies to modify HealthMart's subscription pricing model to reduce customer churn and encourage long-term loyalty without sacrificing revenue. (5)
