



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, Barasal
Kolkata, West Bengal-700125

Full Marks: 60

[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.	in the
	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 overallstrategy.	of retailing as a necessary part of their
	a) Distribution	b) Sales
	c) Marketing	d) Advertisement
(iv) Identify the following:- Retailing is considered as the step in the distribution 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	
	No.	EX Billion
	a) Place	b) Market
	c) Store	d) Office
(vi)	Interpret the following:- Retail outlet- 7-Eleven frounder	om US can be best classified
	a) Convenience Stores	b) Hypermarket
	c) Chain Stores	d) Specialty Stores

(vii)	Interpret the following:- Retail outlet- Shopper's Stop can be best classified under				
(viii)	a) Convenience Stores c) Chain Stores Identify the retail strategy that combines digital customers can order online and pick up in-store.		6 1		
(ix)	 a) Drop Shipping c) Direct-to-Consumer (DTC) Identify the retail trend that involves integrating seamless customer experience. 	b) Buy Online, Pick Up In-Store (BOPI: d) Mobile Payments online and offline channels to provide a			
(x)	 a) E-commerce Expansion c) Omnichannel Retailing Infer the term that describes a multichannel retatraditional stores, and often makes use of direct 	b) Social Commerce d) Pop-up Stores aller typically with an online store, mail catalogue selling.			
(xi)	 a) Online shopping mall c) Internet pure play Examining the geographic variable is crucial for t Geographical variables include:- 	b) Bricks and clicks retailerd) Online intermediaryhe success of any retail organization.			
	 a) Climate, population, Region and size. c) None of the above. Examine the steps in market segmentation and a segmentation process begins with 		ole.		
	a) Understanding customers' needs. c) Dividing the consumers into subsegments.	 b) Analysing the characteristics of cond) Formulating various marketing mix various segments. 			
(xiii)	Examine the following:- Category Management i	mproves			
	a) Return or Investment (ROI) c) Procurement opportunities Examine the following:- Private label brands are Private level brands are developed by :-	b) Sales & goodwilld) All of these			
	a) Retailer c) Licensor Choose one description of "customer engageme	b) Manufacturer d) Any of these nt" that best fits the situation.			
	a) The amount of purchases a customer makes	b) The interactions and commitment of customer with a company or brand			
	c) The number of customers a company has sold to	d) The number of customers a compa from competitors			
	Grou	•			
	(Short Answer T	ype Questions)	3 x 5=15		
3. Exa	amine the concept of retail management. amine the concept of Environmental theory in ret	tailing.	(3) (3)		
	plain the stages of Consumer buying process.		(3)		
	ferentiate between factory outlets & catalogue s alyze Royal Enfield's competitive edge in India's t		(3) (3)		
b. An	alyze Royal Enfield's competitive edge in India's t		(3)		
F	plain the concept of Assortment Planning		(3)		

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Group-C (Long Answer Type Questions)

5 x 6=30

 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. Analyze the significance of category management in the efficient operation of a retail business. Differentiate between Classical Buying and Category Management, highlighting their key characteristics, approaches, and impact on retail strategies. Examine the concept of un-organized retail. Describe the concept of independent retailers with examples. 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 to retain its premium positioning while remaining competitive against lower-priced sustainable products. 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. 			
9. Differentiate between Classical Buying and Category Management, highlighting their key characteristics, approaches, and impact on retail strategies. 10. Examine the concept of un-organized retail. 11. Describe the concept of independent retailers with examples. 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 to retain its premium positioning while remaining competitive against lower-priced 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		acquisition increased, profitability and brand image suffered. Recommend pricing adjustment and profitability.	(5) s
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