17101

BRAINWARE UNIVERSITY

Term End Examination 2025-2026
Programme – BBA-Hons-2023
Course Name – Retail Management
Course Code - BBA50203C
(Semester V)

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) Identify the correct definition of retailing.
a) Selling goods in bulk to wholesalers
b) Selling goods and services directly to the final consumers
c) Selling products to manufacturers
d) Selling services to government agencies

(ii) Recognize the key participant in the retail supply chain.
a) Manufacturer
b) Retailer
c) Government
d) Banker

(iii) Describe the concept of organized retailing.
a) Small unbranded outlets
b) Seasonal stalls
c) Structured and branded stores
d) Mobile vendors

(iv) Identify which of the following is not a function of retailing.
a) Assorting products
b) Providing credit facilities
c) Breaking bulk
d) Designing manufacturing processes

(v) Identify the term used for selling through the internet.
a) Direct selling
b) Telemarketing
c) E-tailing
d) Franchising

(vi) Which of the following best describes retail consumer behaviour?
a) The way consumers think and act during buying
b) The process of setting prices
c) The supply chain process
d) The retailer's decision-making

(vii) Identify the stage of the decision-making process where consumers actively collect information about brands or stores.
a) Evaluation of alternatives
b) Problem recognition
c) Information search
d) Purchase decision

(viii) Which statement best explains why motivation matters?
a) It drives consumer action
b) It controls external environment

c) It sets price levels
d) It manages supply chain

(ix) Describe the primary factors influencing retail consumer behaviour.

a) Weather conditions only
b) Psychological, social, personal, and cultural factors
c) Number of retail stores in the market
d) Advertising expenses of manufacturers

(x) Determine the most critical factor for locating a retail pharmacy.

a) Proximity to hospitals
b) Near a park
c) Close to cinemas
d) Near stadiums

(xi) Apply your understanding to identify the best site for luxury apparel.

a) Warehouse district
b) Industrial zone
c) Low-income area
d) High-income locality

(xii) A retailer conducting a traffic count is applying which step of location selection?

a) Assortment planning
b) Store design
c) Pricing decisions
d) Site analysis

(xiii) A retailer must apply the principle of "stock turnover rate" in merchandising to:

a) Increase advertising expenses
b) Hire more employees
c) Reduce holding costs
d) Expand store size

(xiv) If a new fashion retailer wants to apply the grid layout, the benefit will be:

a) Encourages impulse buying
b) Focuses on premium shopping experience
c) Requires low investment
d) Provides easy navigation

(xv) Choose the first step in merchandise planning.

a) Eliminating suppliers
b) Changing store layout
c) Forecasting consumer demand
d) Post-purchase evaluation

Group-B

(Short Answer Type Questions) 3 x 5=15

2. Describe the factors that influence retail consumer behavior. (3)
3. Differentiate between primary and secondary market research in retail. (3)
4. Illustrate the stages of the customer decision-making process in retail. (3)
5. Construct a step-by-step process to choose an ideal retail site location. (3)
6. Compare visual merchandising techniques used for luxury brands versus mass-market retailers. (3)

OR

Illustrate how effective space management can improve sales performance in a retail store. (3)

Group-C

(Long Answer Type Questions) 5 x 6=30

7. Define retailing and explain its key features with examples. (5)
8. Describe the changing trends in the Indian retail industry. (5)
9. Discuss the key functions of retailing in a supply chain. (5)
10. Analyze the factors influencing retail consumer behavior with suitable examples. (5)
11. Differentiate between rational and emotional buying behavior with reference to retail context. (5)
12. Summarize the key factors influencing retail pricing decisions. (5)

OR

Distinguish between different types of POP (Point-of-Purchase) displays and their impact on sales. (5)

****