



BRAINWARE UNIVERSITY

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

Term End Examination 2022
Programme – BBA-2019/BBA-2020
Course Name – Retail Management
Course Code - BBAD502M
(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) Retail outlets like Damro & Croma can be best classified under
- | | |
|-----------------------|---------------------|
| a) Convenience Stores | b) Hypermarket |
| c) Electronics Stores | d) Specialty Stores |
- (ii) Interpret the retail format from the description given below:- "These retail outlets keep catalogues of the products for the consumers to refer. "
- | | |
|-----------------------|------------------------|
| a) Convenience Stores | b) Departmental Stores |
| c) Supermarket | d) Catalogue Showrooms |
- (iii) Complete the following sentence:- Companies adopting E-retailing strategy is selling goods and services through _____
- | | |
|--------------|-----------|
| a) internet | b) mail |
| c) catalogue | d) vendor |
- (iv) Interpret how the Marketing strategy should be developed. It should be developed in the light of
- | | |
|--------------------------------|-------------------------------------|
| a) Competitors (Market trends) | b) resources available |
| c) Capacity of marketing team | d) Primary and secondary objectives |
- (v) Complete the following:- USP stands for _____
- | | |
|------------------------------|-------------------------------|
| a) Unique sell point | b) Unique source positioning |
| c) Unique selling parameters | d) Unique selling proposition |
- (vi) Conclude the following:- Organised retailing in India is successful in _____
- | | |
|-----------------|-----------------------------|
| a) remote areas | b) urban areas |
| c) rural areas | d) deserted and hilly areas |
- (vii) Dissect the steps in market segmentation and answer the following:- Market segmentation process begins with :-
- | | |
|---|--|
| a) Understanding customers'™ needs. | b) Analysing the characteristics of consumers. |
| c) Dividing the consumers into subsegments. | d) Formulating various marketing mix for various segments. |
- (viii) Conclude the following statement. Consumer engagement with the brand in the digital era can occur in two main forms: _____ and _____

- a) Interpersonal and personal
c) Digitally and virtually
- b) Offline (traditional) and above the line
d) Offline (traditional) and Online (digital)
- (ix) Conclude the following:- The main demerit of cyber retailing is:
- a) High operating cost
c) Easy access.
- b) No need to visit the store.
d) Misuse of credit cards
- (x) Construct the following:- Which of the following is the major reason for online shopping
- a) unique merchandise
c) want product delivered
- b) convenience
d) price
- (xi) Infer the following: For a transactional online retail website, what measure describes the proportion of visitors that convert to sale
- a) Conversion rate
c) Shopping cart abandonment
- b) Average order value
d) Repeat customer conversion
- (xii) Recall the end point of a distribution channel.
- a) Producer
c) Retailer
- b) Seller
d) Manufacturer
- (xiii) Define what does MRP stands for.
- a) minimum retail price
c) minimum rate of profit
- b) maximum retail price
d) maximum rate of profit
- (xiv) Examine the following:- Generally, people think of retailing only as the sale of goods in store, but retailing involves sale of _____.
- a) Services
c) Complimentary Goods
- b) Accessories
d) Supplementary Goods
- (xv) Interpret the following:- Individuals or families and cater to their immediate neighborhood or locality is an example of
- a) Brick and mortar stores
c) Departmental stores
- b) Mom-and-pop stores
d) Kirana stores

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Group-B

(Short Answer Type Questions)

3 x 5=15

2. Classify retail formats (with examples) on the basis of "Ownership". (3)
3. Explain the benefits of selecting the right retail location. (3)
4. Explain the importance of personal selling over advertisement. (3)
5. Analyze the elements of a retail value chain. (3)
6. Express your learning on the role of database in CRM. (3)

OR

Devise five Customer engagement strategies that can increase customer conversions. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Define Retailing. Describe any five functions of a retailer. (5)
8. Classify retail formats on the basis of "Store-based retailer. Discuss with example any one of the store based retailer. (5)
9. Explain in detail the steps involved in developing a retail strategy. (5)
10. Analyze the significance of category management in the efficient operation of a retail business. (5)
11. Explain in detail why many organizations prefer Personal Selling over advertisements in broadcast media. (5)
12. Summarize why customer engagement is becoming increasingly crucial for today's internet-enabled customers. (5)

OR

Evaluate the potential drawbacks that an offline retailer may face if he decides to start his operations online. (5)

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