



BRAINWARE UNIVERSITY

Term End Examination 2023-2024

Programme – MBA-2022

Course Name – Retail Management

Course Code - MM302

(Semester III)

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) Store managers are responsible for:
- | | |
|----------------------------------|-------------------------------------|
| a) Maximizing profits | b) Minimizing customer satisfaction |
| c) Ignoring employee performance | d) Reducing product variety |
- (ii) Store managers are accountable for ensuring:
- | | |
|-----------------------|--------------------------------|
| a) Frequent stockouts | b) A disorganized store layout |
| c) Employee safety | d) High product prices |
- (iii) Which of the following is a primary function of a retail store?
- | | |
|----------------------------------|------------------------------------|
| a) Product manufacturing | b) Distributing goods to suppliers |
| c) Selling products to customers | d) Managing online marketing |
- (iv) An attempt to gain benefit through face-to-face or telephone contact between the seller's representative and those people with whom the seller wants to communicate is known as
- | | |
|--------------------|---------------------|
| a) Sales promotion | b) Personal selling |
| c) Advertising | d) Publicity |
- (v) In the context of Flipkart and Amazon selling books, computers, mobile phones, etc. on the internet, which market category do they represent?
- | | |
|--------|--------|
| a) B2B | b) B2C |
| c) C2C | d) C2B |
- (vi) Identify the primary mode of exchange during the early phases of retailing.
- | | |
|-------------------|-----------------|
| a) Barter | b) Credit cards |
| c) Cryptocurrency | d) Debit cards |
- (vii) Identify which one among the following is not a key function of retailing.
- | | |
|------------------|---------------------|
| a) Merchandising | b) Promotion |
| c) Manufacturing | d) Customer Service |
- (viii) Retailers such as Benetton, The Body Shop, and Marks and Spencer carry mostly own brand merchandise. These are called _____ brands

- a) Creative label
 b) Private label
 c) National level
 d) International level
- (ix) Which type of retailing is associated with hairstylists, lawyers, and doctors?
 a) Product retailing
 b) Service retailing
 c) Wholesale retailing
 d) Online retailing
- (x) The evolution of retailing has been driven by changes in:
 a) Customer preferences, technology, and competition
 b) Government regulations only
 c) Manufacturing processes only
 d) Economic policies only
- (xi) If small percentage changes in price lead to substantial percentage changes in the number of units bought, demand is _____.
 a) price elastic
 b) price inelastic
 c) price sensitive
 d) none of these
- (xii) Sometimes large retailers seek to reduce competition by selling goods and services at very low prices. This is known as
 a) predatory pricing
 b) item price removal
 c) penetration pricing
 d) market skimming pricing
- (xiii) In _____, a retailer sets prices based on consumer desires. It determines the range of prices acceptable to the target market.
 a) Demand-oriented pricing
 b) Cost-oriented pricing
 c) Competition-oriented pricing
 d) Prestige pricing
- (xiv) _____ is a self-service food store with grocery, meat, and produce departments and with a minimum annual sales volume. Select the correct option.
 a) Super market
 b) Factory outlet
 c) Departmental store
 d) Convenience store
- (xv) Select the retail format where a retailer sells to consumers only through one retail format.
 a) Multi-channel retailing
 b) Direct marketing
 c) Single-channel retailing
 d) Double-channel retailing

Group-B

(Short Answer Type Questions)

3 x 5=15

2. How does retailing contribute to employment opportunities? Describe. (3)
 3. Describe the role of effective merchandising in retail. (3)
 4. What is the concept of non-store retailing? Describe. (3)
 5. What is the concept of cashback offers, and how do they benefit retailers? (3)
 6. Why do retailers compare their pricing strategies with competitors? (3)

OR

What is value-based pricing in the context of retail? (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. What defines a convenience store in terms of retail classification? (5)
 8. What is a hypermarket in retail classification? Explain. (5)
 9. How can in-store displays enhance retail promotion? Explain. (5)
 10. How can retailers effectively target their promotions to specific customer segments? Explain (5)
 11. What are some real-world examples of successful market skimming pricing strategies in retail management, and what lessons can other retailers learn from them? (5)

12. What are the key principles behind value-based pricing in retail, and how does it reflect the (5)
perceived value of a product or service?

OR

How does psychological pricing influence consumer behavior in retail, and what are some (5)
common tactics in this pricing strategy?

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