



BRAINWARE UNIVERSITY

Term End Examination 2025-2026

Programme – B.Optomety-2022/B.Optomety-2023/B.Optomety-2024

Course Name – Optical Retail Management

Course Code - GEHMGM403

(Semester IV)

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) In Kolkata, some management students have shortlisted food joints such as Haldiram's, McDonald's, Pizza Hut, KFC for entertaining friends. Identify the stage of consumer decision making process being reflected in the given example.
 - a) Need recognition
 - b) Information search
 - c) Evaluation of Alternatives
 - d) Purchase decision
- (ii) State from where the word "retail" has been derived.
 - a) Latin
 - b) French
 - c) Greek
 - d) Persian
- (iii) State on what basis consumers perceive the retailers.
 - a) Image
 - b) Sales
 - c) Profit
 - d) None of these
- (iv) Select the factor leading to the growth of retailing.
 - a) Changing consumer trends
 - b) Technology
 - c) Demographics
 - d) All of these
- (v) Identify the step in consumer buying process.
 - a) Need recognition
 - b) Search for information
 - c) Evaluation of retailers
 - d) All of these
- (vi) Select the type of service that a retailer cannot offer.
 - a) Self service
 - b) Self selection
 - c) Limited service
 - d) All of these
- (vii) Choose a type of consumer who do not have high involvement with a product.
 - a) Variety seeking buying behavior
 - b) Complex buying behavior
 - c) Habitual buying behavior
 - d) None of these.
- (viii) Select the control variables in retailers' overall strategy.

- a) Store location
c) Merchandise management customers
- b) Merchandise management
d) Consumers
- (ix) Select a store that stocks a particular type of merchandise.
a) Convenience
c) Departmental
- b) Speciality
d) Non store
- (x) Identify the major component of solid waste that a retailer generates in the environment.
a) Branding
c) Packaging
- b) Labelling
d) Naming
- (xi) Select which one is the correct option in marketing process.
a) Production
c) The satisfaction of customer needs
- b) Profit-making
d) Selling products
- (xii) Determine the marketing practice of companies that make marketing decisions by considering consumers' wants and the long-run interests of the company, consumer, and the general population.
a) Innovative marketing
c) Value marketing
- b) Consumer-oriented marketing
d) Societal marketing
- (xiii) Select what type of skills today's marketers need.
a) Neither creativity nor critical thinking skills
c) Critical thinking skills but not creativity
- b) Both creativity and critical thinking skills
d) Creativity but not critical thinking skills
- (xiv) Select what concept of selling companies focus on.
a) Sales volume
c) Quality
- b) Increasing production
d) Services
- (xv) Choose the correct option. The face-to-face interaction with prospective buyers for the objective of answering questions, procuring orders and making presentations is _____.
a) Interactive marketing
c) Personal selling
- b) Direct marketing
d) Advertising

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Explain the advantages of omnichannel retailing. (3)
3. Explain briefly how the social factors influencing consumer behaviour. (3)
4. Discuss the importance of location in retail business set up. (3)
5. Discuss the major factors that influence consumer behavior. (3)
6. Categorize the relationship management by any organization. (3)

OR

Explain the role CRM in optical industry. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Illustrate the different ways through which organizations can build and enhance customer value. (5)
8. Estimate the scope and coverage of HRM in the present scenario. (5)
9. Explain briefly the steps involved in setting up an optical retail store. (5)
10. Illustrate the 4 P's of marketing mix. (5)
11. Write the major differences between sales and marketing. (5)
12. Compare the objectives of recruitment and selection. (5)

OR

Explain the objectives of customer relationship management (CRM). (5)