



# BRAINWARE UNIVERSITY

Term End Examination 2022  
Programme – MBA-2018/MBA-2020/MBA-2021  
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) Name the format where a retailer sells to consumers only through one retail format
- a) Ideal retailing
  - b) Direct marketing
  - c) Single-channel retailing
  - d) Internal retailing
- (ii) Select the correct option. McDonald's, Subway, and Pizza Hut are all examples of a \_\_\_\_\_.
- a) Power center
  - b) Full-service retailer
  - c) Franchise
  - d) Voluntary chain
- (iii) Identify the independent retailers who use a central buying organization and joint promotional efforts
- a) Merchandising conglomerate
  - b) Corporate chain store
  - c) Retailer cooperative
  - d) Voluntary chain
- (iv) Apply the direct connection with retailing and \_\_\_\_\_
- a) Producer
  - b) Customer
  - c) Wholesaler
  - d) All of these
- (v) Determine a retailer's commitment to a type of business and to a distinctive role in the marketplace
- a) Objectives
  - b) Organizational mission
  - c) Retailing concept
  - d) Image
- (vi) \_\_\_\_\_ seems to explain the initial success and later troubles of department stores, supermarkets, and discount stores, and the recent success of off-price retailers. Choose the correct option.
- a) Merchant wholesaling
  - b) The wheel-of-retailing concept
  - c) Warehousing
  - d) Retail convergence
- (vii) In \_\_\_\_\_, retailers identify specific customer segments and deploy unique strategies to address the desires of those segments rather than the mass market. Select the correct

- option.
- a) Global retailing  
b) Niche retailing  
c) Mass retailing  
d) Special retailing
- (viii) Choose the correct option: A \_\_\_\_\_ fee is the charge many supermarkets impose for accepting a new brand to cover the cost of listing and stocking it.
- a) Inventory  
b) Slotting  
c) Initiation  
d) Stocking
- (ix) \_\_\_\_\_ and \_\_\_\_\_ differ from merchant wholesalers in two ways: They do not take title to goods, and they perform only a few functions. Write the correct option
- a) Brokers; agents  
b) Independent wholesalers; off-price retailers  
c) Power centers; independent wholesalers  
d) Full-service wholesalers; limited-service wholesalers
- (x) Which statement is not a benefit of formulating a retail strategy?
- a) A retailer is forced to study the legal, economic, and competitive market  
b) A retailer is shown how it can differentiate itself from competitors  
c) Sales maximization is stressed  
d) Crises are anticipated and often avoided
- (xi) A \_\_\_\_\_ is any name, term, or sign that identifies a product or group of products as being produced or supplied by a particular firm. (Identify the correct option)
- a) Merchandize  
b) Product  
c) Brand  
d) Service
- (xii) Big retail chains across the country such as Shoppers Stop, Westside, and Pantaloons etc. leave no stone unturned to woo consumers during the festive season. It is normal for retail chains to offer attractive freebies and discounts during the festive season. Identify the type of promotion.
- a) Advertising  
b) Sales Promotions  
c) Personal Selling  
d) Publicity
- (xiii) Select the recommended strategy for retailers when consumers select the outlet first and the brand second
- a) Appropriate pricing  
b) Brand availability advertising  
c) Brand image management  
d) Price special on brands
- (xiv) Select that the consumers who browse and/or purchase in more than one channel are known as \_\_\_\_\_.
- a) cosmopolitan  
b) Multi-channel shoppers  
c) multi-taskers  
d) Market mavens
- (xv) \_\_\_\_\_ 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

### Group-B

(Short Answer Type Questions)

3 x 5=15

2. Classify retail formats. (3)
3. Explain the advantages of advertising in retail. (3)
4. Explain the problems or risk involved in sales promotion. (3)
5. Illustrate the functions of a retail store. (3)
6. Point of purchase advertising has great impact on retail sales- Justify your answer. (3)

OR

Write short notes on: Leader pricing. (3)

### Group-C

(Long Answer Type Questions)

5 x 6=30

7. Describe e-tailing with suitable example. (5)
  8. Discuss the emerging popularity of online retailing in India. (5)
  9. Write a short note on cost oriented pricing. (5)
  10. Differentiate between direct selling and direct marketing. (5)
  11. Explain why retailers focus on private brands- Although manufacturer brands are the dominant brands. (5)
  12. Compare single-channel and multi-channel retailing. (5)
- OR**
- Criticize the pros and cons of everyday low pricing to a retailer? (5)

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