



BRAINWARE UNIVERSITY

Term End Examination 2023-2024
Programme – B.Optometry-2022
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. Can own words as far	
ses to gradient is the Grou	
(Multiple Choice 1. Choose the correct alternative from the following	
(i) Select the correct answermeans purchasing merchandise and services from the competitors attempting to attract their patrona	retailer and will resist the activities of
a) Customer Satisfaction c) Customer loyalty (ii) Select the correct optionis a self and produce departments and with a minimum correct option.	
 a) Super market c) Departmental stores (iii) Select who buy mostly from producers and sell consumers. 	b) Factory outlets d) Convenience store mostly to retailers and industrial
 a) Factory outlets c) Wholesalers (iv) Big retail chains across the country such as Sho etc. leave no stone unturned to woo consumers for retail chains to offer attractive freebies and can be related with 'P' of marketing mix? 	s during the festive season. It is normal
a) Advertisingc) Personal Selling(v) Determine the one that includes recent trends	b) Sales promotions d) Publicity in retailing.
a) Decline in the 'shop at home' market	b) Growth of the "smaller" boutique-type stores
c) Competition between store-based and non- store-based retailing	d) Reduction in the level of global competition
vi) Define an unincorporated retail firm owned by	One percon

	a) Sole proprietorship	b) Partnership	
7	c) Corporation	d) Franchisee	
(VII)	Illustrate, mail order retailing is related to:	b) In home retailing	
	a) Direct selling c) E-tailing	d) Catalog retailing	
(viii	Select the role of retailer in a marketing function	1.	
	a) sells products to other business	b) sells products to final consumers	
	c) sells products to a company that resells them	d) sells products for one's own use	
(ix)	Identify the type of paid promotion that is most company.		
	a) Publicity	b) Advertising	
(x)	 c) Sales promotion Choose what happen when the value and custor experience meet or exceed consumer expectation 	d) Personal selling ner service provided through a retailing ons.	
	a) Customer retention	b) Customer value	
(xi)	c) Customer satisfaction Select with whom the retailers directly interacts	d) Customer loyalty with.	
	a) Producer	b) Customer	
	c) Wholesaler	d) All of the above	
(xii)	Choose what involves personal selling strategy.		
	a) Sales team	b) Understanding of clients d) All of the above	
(xiii)	c) Sales performance Describe E-tailing.	d) All of the above	
		b) Catalog shopping	
(xiv)	c) Music store Identify what is not easy to change in Retail Man	d) Retailing shopping using the internet	
(,,		b) Location	
	•	d) Merchandise mix	
(xv)	Identify which type of 'utility' retail store creates		
	a) Time utility	b) Place utility	
	c) Ownership utility	d) All of the above	
	Group	ı₌R	
	(Short Answer Typ		3 x 5=15
		•	
2. De	escribe ABC method of inventory management.		(3)
3. Idi	entify the major components of store manageme	nt.	(3)
1. Ex	scuss about the required skills necessary for runn plain briefly the components of supply chain.	ing an optical retail store.	(3)
5. III	pair of the components of supply chain. uatrate the difference between segmentation, tar	geting and neelting in	(3)
	OR		(3)
Ca	tegorize the relationship management by any org	ganization.	(3)
	Group		
	(Long Answer Typ		5 x 6=30
7. C	onclude the technical benefits of incorporating C	RM into an organization	/E\
,, ,	diffinalize the role and competencies of HR mans	agar.	(5) (5)
). D	escribe briefly the opportunities of Indian retail i	ndustry.	(5) (5)
1. V	escribe limited problem solving consumer decision vite the difference between macro and micro en	on making process.	(5)
eli yi	and micro en	vironment.	(5)

12. Summarize the advantages of performance appraisal in any organization. OR Justify the major factors that influence the recruitment and selection of any organization.	(5) (5)
