

**BACHELOR OF BUSINESS ADMINISTRATION
FIFTH SEMESTER
RETAIL MANAGEMENT
BBA – 502A**

**SET
B**

[USE OMR SHEET FOR OBJECTIVE PART]

Duration: 3 hrs.

Full Marks: 70

Time: 30 mins.

(Objective)

Marks: 20

Choose the correct answer from the following:

1 × 20 = 20

- Two or more complementary products offered together at a single price is known as:
 - Bundle pricing
 - Transfer pricing
 - Full cost pricing
 - Going rate pricing
- In market skimming, the pricing strategy is such that:
 - Initially the price is lower, then it is reduced
 - Initially the price is higher, then it is reduced
 - Initial price is high and then it is maintained high
 - Both b and d
- Out of the following, which is not an objective of pricing?
 - Profit
 - Stabilizing demand and sales of the product
 - Improvement in product quality
 - Expansion of business
- Which type of retailers involve in comparatively low prices as a major selling point combined with the reduced cost of doing business?
 - Convenience stores
 - Discount retailers
 - Limited line retailers
 - Departmental stores
- In principle, all goods and services are valued at _____ that is inclusive of all taxes.
 - Market price
 - Sales volume
 - Production volume
 - Consumer preference
- This type of consumer buys without much analysis or information:
 - Shopping as a fun
 - Pleasure oriented activity
 - Loyalty style of shopping
 - Impulsive style
- Which is last stage in Consumer Buying Process?
 - Need Recognition
 - Evaluation
 - Post Purchase
 - Information Search
- Which of these is not a part of consumer decision making process?
 - Gather information
 - Pleasure oriented activity
 - Agonize
 - Evaluate the results

9. This style refers to a small section of consumers who want to try and experiment with new products and new variants of existing products:
- Novelty oriented style
 - Consider the consequences
 - Impulsive style
 - Quality oriented style
10. _____ involves a limited search by consumer before taking decision.
- Extended problem solving
 - Nominal customer decision making
 - Habitual customer decision making
 - Limited customer problem solving.
11. Retailer is a person who sells the goods in _____.
- large quantities
 - small quantities
 - both a & b
 - none of these
12. The main objective of retail management is _____.
- Profitability
 - sales growth
 - return on investment
 - all of these
13. A retailer's _____ is the key to its ability to attract customers.
- location
 - promotion system
 - pricing system
 - store personnel
14. A store that stocks particular type of merchandise:
- Convenience
 - Specialty
 - Departmental
 - Non-store
15. Which activity is/activities are performed by the retailers?
- assortment of offerings
 - holding stock
 - extending services
 - all of these
16. Which of these segments typically would be the largest segments?
- People who have interest in purchasing
 - People who have acted on their purchase decisions
 - People who have decided to purchase
 - People who are aware of the product
17. Retailers offering products in smaller quantities tailored to individual consumer's and household's consumption patterns is known as:
- Visual Merchandising
 - Warehousing
 - Breaking Bulk
 - Advertising
18. Market for automobiles needs to be segmented on the basis of:
- Buying behaviour
 - Psychographics
 - Geographic
 - Demographics
- Choose the most appropriate answer from the options given below.
- a and d only
 - c and d only
 - a, b and d only
 - a, b, c and d
19. The most important retail marketing decision a retailer has to make is to:
- Select the product assortment
 - Identify its target market
 - Choose the desired service level
 - Develop an effective store atmosphere

20. Which among the following is a process of arranging a product to create a unique impression in the customers' mind?
- a. Market segmentation
 - b. Target marketing
 - c. Positioning
 - d. Global marketing

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(Descriptive)

Time : 2 Hr. 30 Mins.

Marks : 50

[Answer question no.1 & any four (4) from the rest]

1. Discuss the various functions of retailing. 10
2. As a distribution sales manager working in a big FMCG firm that deals in multiple product lines, describe the various options of retailing channels or types that are available for delivering your products to the consumers. 10
3. Discuss about the STP model of marketing strategy. 10
4. As a store manager of a big retail player in the market, what are the duties and responsibilities that you need to perform in order to function effectively and sustain? 10
5. a) Describe the various pricing policies that can be adopted by the marketers. 5+5=10
b) What are the characteristics that represent retailing?
6. a) Explain briefly the different kinds of market structures. 5+5=10
b) As a new retailing business, what are the ways or strategies that you would adopt to enter into a new market and increase your sales?
7. a) Describe the factors that influence retail consumers' decision or their buying behaviour. 5+5=10
b) What are the different types of retail consumers and how can you attract them as a retailer?
8. a) State the customer decision making process. 5+5=10
b) What are the types of consumer decision making?

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