

(6 pages)

Reg. No. :

Code No. : 30215 E Sub. Code : SMBA 61

B.B.A. (CBCS) DEGREE EXAMINATION, APRIL 2023.

Sixth Semester

Business Administration — Core

RETAIL MANAGEMENT

(For those who joined in July 2017-2019)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Retailer is a person who sells the goods in a _____
 - (a) Large quantities
 - (b) Small quantities
 - (c) Both (a) and (b)
 - (d) None of these

2. Retailing creates _____
 - (a) Time utility
 - (b) Holding utility
 - (c) Service utility
 - (d) Retailing.
3. The _____ is the market segment toward which the retailer plans to focus its resources and retail mix.
 - (a) Strategy
 - (b) Retail format
 - (c) Target market
 - (d) Competition
4. The first step in arriving at a decision on retail location is _____
 - (a) To assess the market
 - (b) To identify the market
 - (c) To buy the goods
 - (d) Freestanding store location
5. Freedom layout indicates that merchandise is arranged _____
 - (a) in a symmetrical manner
 - (b) in circles
 - (c) in an asymmetrical manner
 - (d) none of these

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6. A retailer's _____ is the key to its ability to attract customers
 - (a) Location
 - (b) Promotion system
 - (c) Pricing System
 - (d) Store Personnel
7. A store that stocks particular type of merchandise
 - (a) Convenience
 - (b) Speciality
 - (c) Departmental
 - (d) Non Store
8. Which of the following is not part of a visual communications program
 - (a) Store name and logo
 - (b) Institutional Signage
 - (c) Lifestyle graphics
 - (d) Television advertising
9. The main objective of the management is _____
 - (a) Profitability
 - (b) Sales growth
 - (c) Return on Investment
 - (d) All of these

10. Many retailers have improved their operation productivity through _____
 - (a) Computerization
 - (b) Outsourcing
 - (c) Expanding the business
 - (d) Multi retailers

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) Explain the characteristics of retailing.
Or
(b) Bring down any five retailing principles.
12. (a) Describe the merits of store based retail format.
Or
(b) List out any five types of non-store retail format with suitable examples.
13. (a) Explain the Pros and Cons of the different types of retail locations.
Or
(b) How urban retail faces the future demand and supply?

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[P.T.O.]

14. (a) Explain in brief about the importance of store layout.

Or

(b) How visual merchandising affects in-store sales?

15. (a) Mention the career options in retailing in India.

Or

(b) Briefly explain about the potential role of the Internet in retailing.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Elucidate the different types of retailers.

Or

(b) Examine the retail principles and practices of successful retailer.

17. (a) Describe the demerits of non-store based retailing.

Or

(b) Discuss about the modern retail format in India.

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18. (a) Mention any five pros and cons of various types of retail locations.

Or

(b) State the factors influencing the selection of retail location.

19. (a) Elaborate the steps for designing store layout.

Or

(b) Describe the various types of signage.

20. (a) Elucidate the uses of Internet in retail marketing.

Or

(b) Compare the Traditional and Modern Retail.

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