

Total No. of Questions : 4]

SEAT No. :

**P1859**

[Total No. of Pages : 2

[6033]-310

S.Y.B.B.A.

**MARKETING MANAGEMENT**

**Retail Management**

**(2019 Pattern) (CBCS) (Semester - III) (A 306 MM)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

**Q1) A) Multiple choice questions. [5]**

- a) \_\_\_\_\_ is a place where a retail organisation decides to start its business operations.
  - i) Store layout
  - ii) Store location
  - iii) Store Image
  - iv) Store Design
- b) \_\_\_\_\_ consists of all those activities involved in selling directly to ultimate consumers.
  - i) Wholesaling
  - ii) Marketing
  - iii) Retailing
  - iv) Merchandising
- c) All are the forms of non-store retailing except.
  - i) Electronic retailing
  - ii) Vending machines
  - iii) Mail order retailing
  - iv) Membership club.
- d) All are the advantages of private label brand except
  - i) Increase margins
  - ii) Minimum orders
  - iii) Brand Builder
  - iv) Customer loyalty
- e) UPS in retail brand management stands for
  - i) Unique selling proposition
  - ii) United States Proposition
  - iii) Unique states proposition
  - iv) Unique selling plans

*P.T.O.*

- B) Fill in the blanks (any 5): [5]
- a) The combination of superstore and discount store can be seen as a \_\_\_\_\_.
  - b) Any business enterprise whose main sales volume is driven from the retailing activities is considered as a \_\_\_\_\_.
  - c) An identification mark or symbol used to represent the retail store to the general public is called \_\_\_\_\_.
  - d) The overall process of purchasing, presenting and selling these goods and commodities at retail level is called \_\_\_\_\_.
  - e) \_\_\_\_\_ is the application of marketing techniques to a specific product, product line or brand.
  - f) \_\_\_\_\_ Layout utilises store walls for displaying merchandises, which increases the sales of the store.
  - g) A \_\_\_\_\_ is a temporary store front space operated by an online merchant.

Q2) a) Explain the various Phases involved in Retail life cycle. [10]

OR

- b) Explain the various elements of store design what are the factors effecting store design. [10]

Q3) a) Explain the various technological tools used in retail industry. Also highlight the role of IT in retailing [10]

OR

- b) Discuss in detail the steps involved in strategic retail planning process [10]

Q4) Write short notes on (any 4) [20]

- a) Store operations.
- b) Store layout
- c) Role of store manager.
- d) Brand management
- e) Structure of retail industry
- f) Omnichannel retailing



Total No. of Questions : 4]

SEAT No. :

P2077

[Total No. of Pages : 2

[5802] - 310

S.Y. B.B.A. (Semester - III)

MARKETING MANAGEMENT

A306 : Retail Management

(2019 Pattern) (CBCS)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

- 1) All questions are compulsory.
- 2) Figures to the right indicate full marks.

**Q1)** Compulsory Questions :

[10]

A) Multiple choice questions :

[5]

- i) All are the forms of non-store retailing except :
  - a) Electronic retailing
  - b) Vending machines
  - c) Mail order retailing
  - d) Membership club
- ii) \_\_\_\_\_ is a place where a retail organisation decides to start its business operations.
  - a) Store Layout
  - b) Store Location
  - c) Store Image
  - d) Store Design
- iii) \_\_\_\_\_ is an official document which describes the duties, skills and abilities, minimum qualification and knowledge required to Perform a Job.
  - a) Job analysis
  - b) Job specification
  - c) Job description
  - d) Job selection
- iv) \_\_\_\_\_ is the interior design of commercial premises where goods are sold to the public.
  - a) Retail store design
  - b) Retail store layout
  - c) Merchandise
  - d) Retail plan
- v) All are the advantages of Private Label brand except :
  - a) Increase Margins
  - b) Minimum Orders
  - c) Brand Builder
  - d) Customer Loyalty

P.T.O.

- B) Fill in the blanks – (Any 5) : [5]
- i) The combination of superstore and discount store can be seen as a \_\_\_\_\_.
  - ii) The larger space in retail store which is rented to an outside vendor is known as \_\_\_\_\_.
  - iii) An identification mark or symbol used to represent the retail store to the general public is called \_\_\_\_\_.
  - iv) Power centres or freestanding locations are mainly preferred by the \_\_\_\_\_.
  - v) \_\_\_\_\_ is the application of marketing techniques to a specific product, product line, or brand.
  - vi) \_\_\_\_\_ are products sold by a retailer with its own packing, but manufactured by a third party.
  - vii) \_\_\_\_\_ is the inevitable meeting point of social media and commerce.

**Q2) a) Describe in detail the different types of Retailers. [10]**

OR

- b) Explain the various elements of store design. What are the factors affecting store design?

**Q3) a) What are the various marketing decisions in retailing? Explain the role of retail marketing in stores. [10]**

OR

- b) State the advantages and disadvantages of private label brands.

**Q4) Write short notes on (Any 4) : [20]**

- a) Retail Life Cycle
- b) Store Layout
- c) Role of a store manager
- d) Omni Channel Retailing
- e) Retail Marketing Mix
- f) Store Design



Total No. of Questions : 4]

SEAT No. :

P5956

[Total No. of Pages : 2

[6143]-310

S.Y.B.B.A.

**MARKETING MANAGEMENT**  
**306 - A : Retail Management**  
**(2019 Pattern) (CBCS) (Semester - III)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) All questions are compulsory.*
- 2) Figures to the right side indicate full marks.*

**Q1) A) Multiple choice questions. [5]**

- a) When any retailer provides its products and services by using more than one modes of retailing, it is termed as \_\_\_\_\_.
  - i) Store Retailing
  - ii) Non- store retailing
  - iii) Multi-Channel retailing
  - iv) Ownership retailing
- b) \_\_\_\_\_ is a place where a retail organization decides to start its business operations.
  - i) Store Layout
  - ii) Store Location
  - iii) Store Image
  - iv) Store Design
- c) USP in retail brand management stands for \_\_\_\_\_.
  - i) Unique Selling Proposition
  - ii) United States Pharmacopeia
  - iii) Uniques Selling Plan
  - iv) None of the above
- d) \_\_\_\_\_ is a way to streamline the buying process for customers and increase the efficacy of social media ads for brands.
  - i) Augmented Reality
  - ii) Virtual Reality
  - iii) Pop-Up Shops
  - iv) Social Shopping
- e) All are the advantages of Private Label Brands except \_\_\_\_\_.
  - i) Increased margins
  - ii) Minimum orders
  - iii) Brand builder
  - iv) Customer Loyalty

**P.T.O.**

- B) State whether the following statements are true or false : [5]
- a) Discount stores are type of general merchandise retailing.
  - b) Retail Marketing is the first step in the distribution chain.
  - c) Pop-Up shops are large scale shops.
  - d) Private label brands are products sold by retailers with its own packing.
  - e) Purchases conducted by Manufacturers, Wholesalers & other Organisations for their use in the organization or further resale is not a part of retailing.

- Q2)** Answer the following questions: (Any one) [10]
- a) What is Market Segmentation? Explain the four major bases for segmenting markets.
  - b) What is Retail Life Cycle? Explain the stages of Retail Life Cycle.

- Q3)** Answer the following questions : (Any one) [10]
- a) Explain the various factors affecting the image of the Retail Store.
  - b) Explain 'any five' functions of Human Resource Management in Retail Organisations.

- Q4)** Write Short Notes on: (Any 4) [20]
- a) Merchandising.
  - b) Omnichannel Retailing.
  - c) Organised Retailers.
  - d) Retail Image.
  - e) Brand Building.
  - f) Augmented Reality in Retailing.



Total No. of Questions : 4]

SEAT No. :

**PA-1911**

[Total No. of Pages : 2

[5953]-310

**S.Y. B.B.A.**

**MARKETING MANAGEMENT**  
**A306 : Retail Management**  
**(2019 CBCS Pattern) (Semester - III)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

**Q1) Compulsory questions. [10]**

**A) Multiple choice questions. [5]**

- a) When any retailer provides its products and services by using more than one modes of retailing, it is termed as \_\_\_\_\_.
  - i) Store retailing
  - ii) Non store retailing
  - iii) Multi channel retailing
  - iv) Ownership retailing
- b) USP in retail brand management stands for:
  - i) Unique selling proposition
  - ii) United selling proposition
  - iii) Unique selling plan
  - iv) United selling plan
- c) A \_\_\_\_ refers to the arrangement of facilities within a store so that the movement of the visitor is not hampered.
  - i) Store Layout
  - ii) Store Location
  - iii) Store Image
  - iv) Store Design
- d) \_\_\_\_ consists of all those activities involved in selling directly to ultimate consumers.
  - i) Wholesalling
  - ii) Marketing
  - iii) Retailing
  - iv) Merchandising
- e) \_\_\_\_ are also called store brands.
  - i) Private label brands
  - ii) Local brands
  - iii) National brands
  - iv) International brands

*PTO.*

- B) Fill in the blanks (any 5) [5]
- a) Any business enterprise whose main sales volume is derived from the retailing activities is considered as a \_\_\_\_\_.
  - b) \_\_\_\_\_ layout utilises store walls for displaying merchandises, which increases the sales of the store.
  - c) A \_\_\_\_\_ is a retail store layout which consists of a single fixed passage that connects the entrance and exit of a store.
  - d) The overall process of purchasing, presenting and selling these goods and commodities at retail level is called \_\_\_\_\_.
  - e) The prime objective of \_\_\_\_\_ is to provide the right goods to the customers at right time and right place.
  - f) \_\_\_\_\_ is a system of transferring money from one bank account directly to another without any paper money changing hands.
  - g) A \_\_\_\_\_ is a temporary storefront space operated by an online merchant.

**Q2)** a) Elaborate on various types of store layout. Write the steps in designing layout. [10]

OR

b) What are the various phases involved in retail life cycle? [10]

**Q3)** a) What are the various marketing decisions in retailing? Explain the role of retail marketing in stores. [10]

OR

b) Explain the various technological tools used in Retail Industry. Also highlight the role of IT in retailing. [10]

**Q4)** Write short notes (any 4): [20]

- a) Pop-up shops
- b) Brand management
- c) Retail marketing
- d) Retail store location
- e) Structure of retail industry
- f) Store operations.

