

(6 pages)

Reg. No. :

Code No. : 22753 E Sub. Code : JMBA 61

B.B.A. (CBCS) DEGREE EXAMINATION, APRIL 2019.

Sixth Semester

Business Administration — Main

RETAIL MANAGEMENT

(For those who joined in July 2016 onwards)

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. In retailing, there is a direct interaction with
(a) Producer (b) Customer
(c) Wholesaler (d) All of these

3. Considering types of retailers, store which only carries limited product line is classified as _____ stores.
(a) Specialty (b) Department
(c) Discount store (d) Super store
4. Which one of the following is not a type of non store retailing?
(a) Catalog retailing (b) Vending Machines
(c) Chain store (d) Direct Mail
5. A retailer's _____ is the key to its ability to attract customers.
(a) Location (b) Pricing system
(c) Promotion system (d) Store personnel
6. Which one of the following is the major reason consumers give for shopping online?
(a) Want product delivered
(b) Unique merchandise
(c) Price
(d) Convenience
7. Which dimension of store image consists of quality, selection, style, and price components?
(a) Merchandise (b) Service
(c) Physical facilities (d) Store atmosphere

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8. Which of the following is a recommended strategy for manufacturers when consumers select the outlet first and the brand second?
- (a) Retailer image advertising
 - (b) More exclusive distribution
 - (c) Point-of-purchase displays
 - (d) Price special on brands
9. Making of merchandising visually attractive to the customers is known as _____.
- (a) Sampling
 - (b) Merchandising
 - (c) Visual merchandising
 - (d) Fashion merchandising
10. A customer can easily locate the store with the help of a _____.
- (a) Signage
 - (b) Brand
 - (c) Interior design
 - (d) None of these

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PART B — (5 × 5 = 25 marks)

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

Answer should not exceed 250 words.

11. (a) What are the essential characteristics of retailing?

Or

- (b) Describe the main principles of retailing.

12. (a) What are the different types of Ownership based retailing.

Or

- (b) Write a note on non-store based retailing.

13. (a) What are the factors to be considered while selecting retail location?

Or

- (b) Describe Internet retailing.

14. (a) Write a note on Racetrack Layout.

Or

- (b) What are the steps in strategic retail planning process? Explain.

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15. (a) Write a note on merchandising management.

Or

- (b) How do you build customer relationship in retail

PART C — (5 × 8 = 40 marks)

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

Answer should not exceed 600 words.

16. (a) Explain the functions of Retailing.

Or

- (b) Discuss about the challenges to retail developments in India.

17. (a) What are the different types of stores based retailing? Explain.

Or

- (b) Describe the features of a Hypermarket.

18. (a) What are the merits and demerits of selecting urban location for retail shops?

Or

- (b) State the advantages and disadvantages of Internet Retailing.

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19. (a) Explain the store layout designing process.

Or

- (b) Discuss in detail about the opportunity in retail sales.

20. (a) Describe the essential of a successful visual merchandising.

Or

- (b) Explain the different types of signage in retail.
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