

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