

Total No. of Questions : 4]

SEAT No. :

P5956

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[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]
- Discount stores are type of general merchandise retailing.
 - Retail Marketing is the first step in the distribution chain.
 - Pop-Up shops are large scale shops.
 - Private label brands are products sold by retailers with its own packing.
 - 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]

- What is Market Segmentation? Explain the four major bases for segmenting markets.
- What is Retail Life Cycle? Explain the stages of Retail Life Cycle.

Q3) Answer the following questions : (Any one) [10]

- Explain the various factors affecting the image of the Retail Store.
- Explain 'any five' functions of Human Resource Management in Retail Organisations.

Q4) Write Short Notes on: (Any 4) [20]

- Merchandising.
- Omnichannel Retailing.
- Organised Retailers.
- Retail Image.
- Brand Building.
- Augmented Reality in Retailing.

