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GIET UNIVERSITY, GUNUPUR – 765022
M. B. A (Fourth Semester) Examinations, May' 2021
MB401A - Retail Marketing

Time: 2 hrs

Maximum: 50 Marks

The figures in the right hand margin indicate marks.

PART – I: (Multiple Choice Questions)**(1 x 10 =10 Marks)**Q. 1 Answer ALL questions

- a. The word Retail is derived from the—— word.
 - i. Latin.
 - ii. French.
 - iii. English.
 - iv. German.
- b. Retailer is a person who sells the goods in a——.
 - i. Large quantities.
 - ii. small quantities
 - iii. both a & b.
 - iv. None of these.
- c. The main objective of the management is——.
 - i. Profitability.
 - ii. Sales growth.
 - iii. return on investment
 - iv. All of these.
- d. In retailing there is a direct interaction with——.
 - i. Producer.
 - ii. Customer.
 - iii. Wholesaler.
 - iv. All of these.
- e. ——represents how a retailer is perceived by consumers and others.
 - i. Sales.
 - ii. Profit.
 - iii. Image.
 - iv. None of these.
- f. —— is the next step after recruiting the retail personnel.
 - i. Training.
 - ii. Selection.
 - iii. Supervision.
 - iv. Compensation.
- g. Many retailers have improved their operation productivity through —— .
 - i. Training
 - ii. outsourcing
 - iii. Computerization.
 - iv. None of these.
- h. With the help of——a retailer pays an outsider party to undertake one or more of its operating functions
 - i. Outsourcing.
 - ii. credit management
 - iii. Computerization.
 - iv. None of these.
- i. —— is a key task for both large &small retailers.
 - i. Risk management.
 - ii. Crisis management.
 - iii. Inventory management
 - iv. All of these.
- j. The factor leading to the growth of retailing is —— .
 - i. changing consumer trends
 - ii. Technology.
 - iii. Demographics.
 - iv. All the above.

PART – II : (Short Answer Questions)

(2 x 5 = 10 Marks)

Q.2. Answer ALL questions

- a. Mention the features of Retailing
- b. What you mean by single channel retailing?
- c. What do you mean by retail pricing decisions?
- d. What do you mean by retail fixture?
- e. Define retail marketing.

PART – III: (Long Answer Questions)

(6 x 5 = 30 Marks)

Answer any **FIVE** questions.

3. Explain the emerging trends and opportunities in retail industry?
4. Describe in detail the evolution of retailing in India?
5. Explain the importance of good customer service in retail store.
6. Is MNC playing the vital role in retail – Explain in detail?
7. Explain the overview of Organized and unorganized retail formats?
8. Explain the various types of retail advertising.
9. Discuss the 5 space planning techniques in retail shop management.
10. Discuss the various promotional objectives of retail promotion programme.

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