

Reg. No. :

Code No. : 10215 E Sub. Code : SMBA 61

B.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2022.

Sixth Semester

Business Administration — Core

RETAIL MANAGEMENT

(For those who joined in July 2017 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. A retailer is a person who sells the goods in a _____
- (a) large quantities (b) small quantities
(c) both (a) and (b) (d) none of the above

5. Factory outlets can be differentiated from an off price chain on the basis of _____
- (a) degree of departmentalization
(b) ownership
(c) pricing strategy
(d) continuity of merchandise
6. A retailer's _____ is the key to its ability to attract customers.
- (a) pricing system (b) promotion system
(c) store location (d) store personnel
7. Departmental stores mainly use
- (a) loop layout system (b) grid layout system
(c) free layout system (d) none of the above
8. Multiple shops are also known as
- (a) Self service stores (b) Chain stores
(c) Shopping by post (d) Departmental stores
9. What term describes a retail format which did not prove effective online?
- (a) online shopping mall
(b) online intermediary
(c) internet pure play
(d) bricks and clicks retailer

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2. A multi channel retailer sells merchandise
- (a) Over the telephone
(b) Over the internet
(c) Through personal selling and retail store only
(d) Through more than one channel
3. A _____ is a group of retail business planned, developed, owned and managed as a unit.
- (a) shopping centre
(b) hyper market
(c) merchant wholesaler
(d) franchise
4. Retail assortment are looking more and more alike because _____
- (a) stores are clustered to gather to increase their customer pulling power
(b) customer to-day are more focused on service differentiation
(c) national brand manufactures have placed their products almost everywhere
(d) market segmentation has proven ineffective

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10. Which of the followings are wheel of retailing to challenge competitors?
- (a) Low price (b) Affordable services
(c) Both (a) and (b) (d) None of the above

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).
Each answer should not exceed 250 words.

11. (a) What are the functions of a retailer?
- Or
- (b) Briefly explain the role of retailers in distribution channel.
12. (a) Write a note on unorganized retail and its features.
- Or
- (b) What are the advantages and disadvantages of independent stores?
13. (a) Identify the reasons for site selection in retail.
- Or
- (b) Point out the demerits of rural area for retail store.

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14. (a) What are the functions of a store manager?

Or

(b) What are the characteristics of signage?

15. (a) Mention the reasons for the change of trends in retailing.

Or

(b) Write note on electronic retailing.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b)
Each answer should not exceed 600 words.

16. (a) Explain the importance of retailing.

Or

(b) Explain the services preformed by retailers to wholesales and consumers.

17. (a) Describe the different process in customer buying behaviour.

Or

(b) Explain the features, merits and demerits of non-store based retailing.

18. (a) What are the factors to be considered to choose the retail location?

Or

(b) Explain the different types of retail location and mention their specialties.

19. (a) What are the factors determine the store design?

Or

(b) Explain the different steps for designing store layout.

20. (a) Describe the strategic retail planning process.

Or

(b) Elucidate the unethical practices used by the retailers towards consumers.