

D 13381

(Pages : 3)

Name.....

Reg. No.....

**FIFTH SEMESTER B.Voc. (PROGRAMME) EXAMINATION, NOVEMBER 2021**Logistics Management  
SDC5LM18—RETAIL MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

**Part A***Answer all questions.**Each question carries 1 mark.*

1. Which statement is not a benefit of formulating a retail strategy ?
  - (a) A retailer is forced to study the legal, economic and competitive market.
  - (b) A retailer is shown how it can differentiate itself from competitors.
  - (c) Sales maximization is stressed.
  - (d) Crises are anticipated and often avoided.
2. A retailer's commitment to a type of business and to a distinctive role in the market place is its :
  - (a) Objectives.
  - (b) Organizational mission.
  - (c) Retailing concept.
  - (d) Image.
3. Merchandising and display are an important part of the marketing plan and should have a reasonable budget allocated, even for a retailer operating on a \_\_\_\_\_.
  - (a) Corner.
  - (b) Dime.
  - (c) Limit.
  - (d) Shoestring.
4. A retailer's \_\_\_\_\_ is the key to its ability to attract customers.
  - (a) Location.
  - (b) Pricing system.
  - (c) Promotion system.
  - (d) Store personnel.
5. Which of the following is a recommended strategy for retailers when consumers select the outlet first and the brand second ?
  - (a) Appropriate pricing.
  - (b) Brand availability advertising.
  - (c) Brand image management.
  - (d) Price special on brands.
  - (e) Co-op ads featuring brands.

**Turn over**

6. Which of the following types of retail businesses have unlimited liability ?
- (a) Partnership and sole trader.
  - (b) Partnership and private company.
  - (c) Private company and sole trader.
  - (d) Private company and public company.
7. In which of the following retailers are sales people ready to assist in every phase of the locate-compare select process ?
- (a) Self service.
  - (b) Self selection.
  - (c) Limited service.
  - (d) Full service.
8. Retailing is a marketing function which :
- (a) Sells products to other business.
  - (b) Sells products to final consumers.
  - (c) Sells products to a company that resells.
  - (d) Sells products for one's own use.
9. Which of the following is not a supermarket displaying technique ?
- (a) Angled Merchandise.
  - (b) Colours.
  - (c) Curtains.
10. CMMS stands for :
- (a) Computerized maintenance management system.
  - (b) Computerized maintenance management software.
  - (c) Customer maintenance management system.

(10 × 1 = 10 marks)

**Part B (Short Answer Questions)**

*Answer any **eight** questions.  
Each question carries 2 marks.*

- 11. What is habitual buying behaviour ?
- 12. What is personal selling ?
- 13. What is department stores ?
- 14. What is discount sales ?
- 15. What is hyper market ?

16. What is merchandise ?
17. What is consumer buying behaviour ?
18. What is buying decisions ?
19. What is post purchase behaviour ?
20. What is supply ?
21. Define retailing.
22. What is branded stores ?

(8 × 2 = 16 marks)

### Part C (Short Essay Questions)

*Answer any **six** questions.  
Each question carries 4 marks.*

23. Explain the types of retail location.
24. Write a note on freestanding store.
25. Explain the characteristics of retailers.
26. Write a note on human resource and finance in retail organization.
27. Explain the types of merchandise.
28. Write a note on sales promotion.
29. Write a note on personal selling.
30. Explain the importance of publicity in marketing.
31. Write a note on interior and exterior retail store layout.

(6 × 4 = 24 marks)

### Part D (Short Essay Questions)

*Answer any **two** questions.  
Each question carries 15 marks.*

32. Explain the CRM process in retailing.
33. Explain the steps involved in choosing a retail location.
34. Write a note on merchandise buying and handling process.
35. What is category management ? Explain the components of category management.

(2 × 15 = 30 marks)