

M.Com.- Part-II
Sem - IV
Retail Management

SEM-IV

Marks: 60 Marks

- Note: 1. There are Two Sections carrying 30 Marks each.
2. Section-I Comprises with MCQ for 30 Marks.
3. Section-II Comprises with Descriptive questions for 30 Marks.
4. Both the sections are compulsory.

SECTION- I

Q1. Choose the correct alternative from the given below alternatives (30 Marks)

1. The word Retail is derived from the _____ word
a. Latin b. French c. English d. German
2. Speciality stores have a very clearly defined _____
a. producers b. competitors c. target market d. Partnership
3. Electronic kiosk is one form of _____
a. Supermarket b. non-store retailing c. discount retailers d. limited line retailers
4. According to many retailers what is most important factor in retail success? , _____
a. location b. price c. employee d. service
5. _____ sell standard merchandise at lower prices by accepting lower margins and selling higher volume
a. Full service retailers b. Discount stores c. Factory outlets d. limited service retailers
6. _____ includes all the activities involved in selling product or services directly to final consumers for their personal non business use.
a. Retailing b. Franchising c. wholesaling d. Brokering
7. Who is the last link in the chain connecting the producer and customer ?
a. Wholesaler b. retailer c. agent d. storekeeper
8. Ikea is an examples of _____
a. dollar store b. variety stores c. Category killer d. Super market
9. _____ is the example of supermarket
a. Reliance Jio Mart b. Shopper stop c. West side d. Reliance Trends
10. Body Shop is an example of _____.
a. Chain store b. tele marketing c. mail order marketing d. convenience store
11. _____ has identified various elements that go into the composition of a value chain.
a. Philip Kotler b. Michael Porter c. Darwin d. Herzberg

12. The _____ is a theory about the change through time of the retailing outlets.
 a. Product Life Cycle b. Retail Life Cycle c. Customer Life Cycle d. Promotion Life Cycle
13. _____ are associated with transforming inputs into final product form.
 a. Outbound logistics b. Operations c. assortment d. Inbound logistics
14. _____ were particularly popular sales promotion device of 1970s. They were used by the co-operative stores to even out trade over a week.
 a. Trading Stamps b. Mass displays c. Green shield stamps d. Free gifts
15. _____ promotion refers to two or more branded products sharing and funding a joint in store promotion.
 a. Co-Operative b. Competitive c. Sampling d. Self Liquidating
16. _____ is not the challenge faced by the HR in Retailing.
 a. High Turnover b. Job insecurity c. Diversity d. poor advertising
17. Government regulations in HR in Retail industry does not include the _____.
 a. equal employment b. opportunities c. safety and health d. licencing
18. Procurement refers to the function of _____.
 a. selling b. purchasing c. advertising d. producing
19. _____ analysis is a step involved in choosing location for retail store.
 a. Taxes b. Vicinity Competitors c. CRM d. HRM
20. _____ is not the requirement for location planning for retailers.
 a. Accessibility b. Vicinity Competitors c. Legality d. Production Process
21. _____ is a not a modern type of retail location.
 a. Supermarket b. Hypermarket c. Shopping Mall d. Weekly Market
22. _____ is the place of the store.
 a. retail branding b. layout c. Location d. design
23. _____ is a tool for Servicing the Consumer.
 a. CRM b. ERP c. SCM d. JIT
24. Digital marketing is often referred to as _____ marketing.
 a. Online b. Traditional c. Offline d. Brick and Click
25. What kind of business can be conducted online
 a. B2B b. B2C c. C2B d. All of the above
26. Which products are people most likely to be more uncomfortable buying on the Internet?
 a. Books b. Furnitures c. Electronics d. Movies
27. In _____ retailing products are place in machine and dispense to consumes

a.Vending maching b.Online c.Offline d.Electric machine

28. _____ is largely used in recruiting people in retail industry.

a.News paper b.Agency c.Retired employees d.Employee referrals

29. _____ is one of the challenges of E-retailing

a.Security and fraud b.Social issues c.competition d.Format

30.in M-Commerce M stands for _____

a.Middle b.Mobile c.Macro d.Micro

SECTION- II

Q1. Attempt any one out of following Questions (7.5)

- I. What is Retailing? Explain the importance of retailing.
- II. Explain various store based retail formats.
- III. Highlights various challenges faced by retailers in India.

Q 2. Attempt any one out of following Questions (7.5)

- I. Discuss the Retail Planning Process.
- II. Explain the concept of 'Retail Market Segmentation'. Bring out its Significance.
- III. Explain the growing importance of human resources in retailing.

Q 3. Attempt any one out of following Questions (7.5)

- I. Bring out the Different types of Retail Location.
- II. What is Retail Branding? Discuss the importance of Retail Branding
- III. Bring out the steps for designing store.

Q.4 Attempt any one out of following Questions (7.5)

- I. Explain the different formats of E-Retailing.
- II. What is Green retailing? Explain the benefits of it.
- III. Explain the responsibilities of store manager.