

C 1041

(Pages : 3)

Name.....

Reg. No.....

SIXTH SEMESTER B.Com./B.B.A. DEGREE EXAMINATION, MARCH 2021

(CUCBCSS—UG)

B.B.A.

BBA VIB 15—RETAIL MANAGEMENT (MARKETING SPECIALISATION)

Time : Three Hours

Maximum : 80 Marks

Section A (Objective Questions)

Answer all questions.

Each question carries 1 mark.

Choose the correct answer :

1. Shopping malls, super markets and hypermarkets come under which type of marketing ?
  - a) Wholesale.
  - b) Retail.
  - c) Direct marketing.
  - d) Agent service.
2. Person to person interaction between a retailer and a prospective customer is \_\_\_\_\_.
  - a) Direct marketing.
  - b) Automatic selling.
  - c) Direct selling.
  - d) Buying service.
3. Any source of products or services for consumers is referred to as a \_\_\_\_\_.
  - a) Retail outlet.
  - b) Contact point.
  - c) Transaction point.
  - d) Distribution outlet.
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. Retailing creates \_\_\_\_\_.
  - a) Time utility.
  - b) Place utility.
  - c) Ownership utility.
  - d) All of these.

Turn over

Fill in the blanks :

6. Internet marketing and telemarketing are the recent trends in \_\_\_\_\_ business.
7. Multiple shops are also known as \_\_\_\_\_.
8. Mail-order, television, phone, and online shopping are all examples of \_\_\_\_\_.
9. Retailer is a person who sells the goods in \_\_\_\_\_ quantities.
10. Wholesaler is the link between \_\_\_\_\_.

(10 × 1 = 10 marks)

### Section B (Short Answer Questions)

*Answer at least five questions.*

*Each question carries 4 marks.*

*All questions can be attended.*

*Overall Ceiling 20.*

11. What is retailing ?
12. What do you understand by resource allocation ?
13. What is working capital ?
14. What is cost oriented pricing ?
15. What do you mean by vertical marketing system ?
16. What do you understand by retail sales by ownership ?
17. What are current liabilities ?
18. What is labelling in retail ?
19. What is full cost pricing ?
20. What is merchandise control ?

(5 × 4 = 20 marks)

### Section C (Short Essay Questions)

*Answer at least four questions.*

*Each question carries 8 marks.*

*All questions can be attended.*

*Overall Ceiling 32.*

21. Discuss the retailing scenario in India.
22. What are the objectives of retail promotion ?

23. What are the advantages of public relations ?
24. Write a short note on retail information system.
25. What is retail store layout ?
26. What is the importance of location decision in retailing ?
27. Write a short note on inventory management.
28. What are the functions of retailers ?

(4 × 8 = 32 marks)

**Section D (Essay Questions)**

*Answer any one questions.  
The question carries 18 marks.*

29. Explain the steps involved in buying and handling merchandise.
30. What are the steps involved in developing a retail strategy ?
31. Explain the reasons for the popularity and growth of retail industry in India.

(1 × 18 = 18 marks)

