

Total No. of Questions : 4]

SEAT No. :

PB4516

[6225]-310

[Total No. of Pages : 2

S.Y. B.B.A.

**MARKETING MANAGEMENT
DSE A 306 : Retail Management
(2019 Pattern) (Semester - III)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Figures to the right indicates full marks.

Q1) A) Multiple Choice Questions: [5]

- a) _____ consists of all those activities involved in selling directly to ultimate consumer.
- | | |
|----------------|-------------------|
| i) Wholesaling | ii) Marketing |
| iii) Retailing | iv) Merchandising |
- b) The _____ is a market segment selected by the company for directing its marketing efforts & offerings.
- | | |
|--------------------------|------------------------|
| i) Target Market | ii) Market Positioning |
| iii) Market Segmentation | iv) None of the above |
- c) _____ are also called as Store Brands.
- | | |
|-------------------------|-----------------------|
| i) Private Label Brands | ii) Local Brands |
| iii) National Brands | iv) None of the above |
- d) A _____ is a temporary storefront space operated by an online merchant.
- | | |
|---------------------------|--------------------------|
| i) Omni-Channel Retailing | ii) Private Label Brands |
| iii) Pop-Up Shops | iv) Social Shopping |
- e) The word "Retail" is derived from the _____ word.
- | | |
|--------------|------------|
| i) Latin | ii) French |
| iii) English | iv) German |

P.T.O.

- B) State whether the following statements are True or False:- [5]
- a) Catalogue Retailing is a store format of retailing.
 - b) The manner of presenting and demonstrating the products for the purpose of selling is known as Visual Merchandising.
 - c) Local Brands are also called as Non-Store Brands.
 - d) Omni-Channel Retailing is online retailing.
 - e) Retailing is the last stage in the distribution process.

- Q2)** Answer the following Questions: (Any One) [10]
- a) What is Retailing? Explain the four key factor that drive the growth of Retail Industry.
 - b) Who is a Customer? Explain the process of identifying and understanding Customer Needs.

- Q3)** Answer the following Questions: (Any One) [10]
- a) Explain the various steps in developing an effective Retail Marketing Plan.
 - b) Explain the various trends which are shaping the future of Retail Industry.

- Q4)** Write Short Note on: (Any four) [20]
- a) Unorganised Retailers.
 - b) Online Retailing.
 - c) Retail Strategy.
 - d) Human Resource Management in Retail.
 - e) Multichannel Retailing.
 - f) Private Label Brands.

