

- Q.29 Define the retail pricing strategies. (CO-7)
- Q.30 Define the concept of Retailing. (CO-1)
- Q.31 Explain the Retail format of Hypermarket. (CO-3)
- Q.32 Explain the future of Retail in India. (CO-6)

SECTION-D

Note: Long answer type questions. Attempt any three questions. 3x10=30

- Q.33 Explain Meaning, Features and Importance Retail Business in India. (CO-6)
- Q.34 Discuss the Retail Pricing, Also explain the factor affecting Retail Pricing strategy. (CO-7)
- Q.35 Describe the Retail formats and its importance. (CO-3)
- Q.36 Explain the Retail life cycle process with Diagram. (CO-2)

(**Note:** Course outcome/CO is for office use only)

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3rd Sem. / DBM

Subject : Basic of Retailing

Time : 3 Hrs.

M.M. : 100

SECTION-A

Note: Objectives questions. All questions are compulsory (10x1=10)

(Course Outcome/CO)

- Q.1 Selling of goods to the public in shops is called retail. (True/False) (CO-1)
- Q.2 Is maturity level a stage of product life cycle? Yes/No (CO-5)
- Q.3 Is Promotional pricing a part of pricing strategy? Yes/No (CO-7)
- Q.4 Is location strategy a part of product life cycle? Yes/No (CO-4)
- Q.5 Is Geographical Pricing a types of pricing strategy? Yes/No. (CO-7)

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- Q.6 In E-commerce, "E" stand for _____.(CO-1)
- Q.7 Super market is a type of retail format.
True/False (CO-3)
- Q.8 Personal selling is the part of sales management.
True/False (CO-2)
- Q.9 Niche-Marketing is a type of marketing.
True/False (CO-4)
- Q.10 Specialty Store is a part of retail store.
True/False (CO-3)

SECTION-B

Note:Very Short answer type questions. Attempt any ten parts 10x2=20

- Q.11 Explain any one Retail format. (CO-3)
- Q.12 Explain one component of Retail Marketing Mix.
(CO-4)
- Q.13 Explain Retail Pricing. (CO-7)
- Q.14 Define any two function of Physical distribution channel. (CO-2)
- Q.15 Explain advantages of E-commerce. (CO-1)

- Q.16 Explain Retailing Evolution. (CO-2)
- Q.17 What do you meant by logistics in Retail.(CO-2)
- Q.18 What is point of sale are in Retail. (CO-1)
- Q.19 What is carpet area? (CO-2)
- Q.20 Define Mall. (CO-3)
- Q.21 What is global Retailing? (CO-7)
- Q.22 What is sales forecast? (CO-6)

SECTION-C

Note:Short answer type questions. Attempt any eight questions. 8x5=40

- Q.23 Explain the importance of retailing in present context. (CO-1)
- Q.24 Define the retail pricing decision. (CO-7)
- Q.25 Explain the importance of personal selling in Retail. (CO-2)
- Q.26 How to overcome from barriers in Retail?(CO-6)
- Q.27 Define the term of "Retail format". (CO-3)
- Q.28 Define the role of advertisement in retail.(CO-4)