Dr. Babasaheb Ambedkar Open University
Term End Examination December – 2019

Course	**:**	**BBA**	**Date**	**:**	**23-Dec-2019**
Subject Code	**:**	**BBA-OLD-301**	**Time**	**:**	**11:00am to 02:00pm**
Subject Name	**:**	**Retail Organization & Management**	**Duration**	**:**	**03 Hours**
			Max. Marks	**:**	**70**

Section A

Answer the following (Attempt any three) **(30)**

1. What is retailing? Explain various types of retail operations?
2. Explain in detail the concept of life cycle in retail.
3. Explain the customer decision making process
4. Explain the types and functions of packaging. What are the factors governing packaging decision?
5. Critically differentiate between a discount store and the traditional department store with the help of an example.

Section B

Answer the following (Attempt any four) **(20)**

1. What is the effect of internet on retailing?
2. Draw combination organization chart
3. What are the factors used to evaluate product line?
4. Discuss Behaviorist and Cognitive perspective
5. Discuss the need for Brand Positioning in the retail market in the rural regions?
6. Explain Retail Scenario in India.

Section C

Part – A (Multiple Choice Questions) **(10)**

1 Which one from the below mention option is not the stage in retail life cycle.

A Introduction B Growth
C Maturity D Diversity

2 Which is not the controllable variable

A Store location B Managing a business
C Merchandise Management and Pricing D Consumer

3 Which are the different forms of Retail Organization?

(1)Functional
(2) Product
(3)Geographic
(4)Combination

A 1 and 2 B 2 and 3
C 3 and 4 D 1,2,3, and 4

4 Which is not the type of reference group

A Primary group B Secondary group

C Aspirational group D Social group

5 A good customer loyalty programme needs to possess the following characteristics

(1)Visibility

(2)Value

(3) Simplicity

(4) Trust

A 1 and 2 B 2 and 3

C 3 and 4 D 1,2,3, and 4

6 Which is not the traditional format

A Haats B Moles

C Mandis D Hypermarkets

7 Which is not the stage of International Retail Development?

A Reluctant B Cautious

C Ambitious D Over-Ambitious

8 Which is not the emerging format?

A Mall B Services Galleries

C Multiplexes D Kirana Shop

9 Which one is not the principles for organizing a retail firm?

A Chain of command B Span of control

C Unity of command D Mental revolution

10 Which one is not the statistical method?

A Time series analysis B Barometric techniques

C Regression analysis and correction D Market test Method

Part – B (Do as Directed) **(10)**

1 A category killer is specialty retailer who offers a very large selection in the chosen ____ category and ____price

2 First steps in site selection is _____

3 Situation analysis is a candid evaluation of the ___ and ___facing a prospective or existing retailer

4 Define Merchandising

5 Brand label simply gives ___ or _____

6 Define Brand

7 The term _____is used for a set of statements which summarize the combination of positioning and personality

8 Creating awareness of a ____ is one of the biggest challenges for marketers.

9 Large supermarkets typically has ___sq.ft

10 Merchandise sold at retail stores may be broadly classified into ___,_____ and ____