BIJU PATNAIK INSTITUE OF IT & MANAGEMENT STUDIES
4th SEMESTER (BATCH 2018-20)

CLASS TEST - I
Retail Management (18MBA401A)

Total Marks : 15   **Time: 1 Hour**

Q1. Answer _ALL_ the following questions briefly (compulsory):   **(1 x 5)**

   a) Supermarket
   b) Retailer
   c) Click-n-mortar retailing
   d) Speciality store
   e) Footfall

Q2. Answer _any two_ questions from the following: **(2.5 x 2)**

   a) Discuss the traditional retail formats in Indian retail.
   b) Define 'location' and 'site'. Write the difference between the two.
   c) Differentiate between store-based retailing and non-store based retailing. Give suitable examples for the same.

Q3. Answer _any one_ of the following questions: **(1 x 5)**

   a) What is organized and unorganized retail? Write any three differences between them.
   b) Explain the Wheel of Retailing and Accordion Theory.

****

BIJU PATNAIK INSTITUE OF IT & MANAGEMENT STUDIES
4ᵗʰ SEMESTER (BATCH 2017-19)
CLASS TEST - I
Retail Marketing (MNG 402A)

Total Marks : 15   **Time: 1 Hour**

(Answer as per the instruction given in each question)

Q1. Answer following questions.   (5x1=5 Marks)

   a) What do you understand by central place theory of store location?
   b) What is a KIOSK
   c) What do you understand by merchandising?
   d) What do you understand by store foot fall?
   e) What is point of purchase display?

Q2. Answer ant two   (2x2.5=5 Marks)

   a) What is retail atmospherics?
   b) What is cross merchandising?
   c) What is Grid layout in store?

Q3. Answer any one   (1x5=5 Marks)

   a) What do you mean by merchandise? Explain different types of merchandising.
   b) Compare and contrast the chain store and franchise format of retailing. Explain their advantages and disadvantages.

****

BIJU PATNAIK INSTITUE OF IT & MANAGEMENT STUDIES
4th SEMESTER (BATCH 2016-18)

CLASS TEST - I
Retail Marketing (MNG 402A)

Total Marks : 15   **Time: 1 Hour**

(Answer as per the instruction given in each question)

Q1. Answer _ALL_ the following questions briefly (compulsory):   **(5 x 1=5 Marks)**

   a) Supermarket
   b) Retailer
   c) Click-n-mortar retailing
   d) Speciality store
   e) Footfall

Q2. Answer _any two_ questions from the following: **(2.5 x 2=5 Marks)**

   a) Discuss the traditional retail formats in Indian retail.
   b) Define 'location' and 'site'. Write the difference between the two.
   c) Differentiate between store-based retailing and non-store based retailing. Give suitable examples for the same.

Q3. Answer _any one_ of the following questions: **(1 x 5=5 Marks)**

   a) What is organized and unorganized retail? Write any three differences between them.
   b) Discuss the roles and responsibilities of a Store Manager.

****

CLASS TEST - I
Retail Marketing (MBA-402A)

Total Marks : 15   **Time: 1 Hour**

(Answer as per the instruction given in each question)

Q1.   Answer all the questions: (5x1=5)

a) Define retailing?

b) What is cyclical theory of retailing?

c) What is non-store retailing?

d) What is multilevel / network marketing?

e) What is franchise organization?

Q2. Answer any two questions: (2½x2=5)

a) Explain different role of retailers?

b) What are the three theories of retail development?

c) What are the various methods of pricing adopted by retailers?

Q3. Answer any one question :   (1x5=5)

a) What is the difference between organized and unorganized retailing? Explain various reasons for the growth of organized retailing in India?

b) What is the difference between store and non-store retailing? Explain different types of in-store retailing with examples?

****

CLASS TEST - I
Retail Management (MBA-406A)

Total Marks : 15   **Time: 1 Hour**

(Answer as per the instruction given in each question)

Q1. Explain the Terms: **(5X1 Mark)**

    a) Breaking Bulk

    b) E-tail

    c) Assortment

    d) EDLP

    e) Impulse Purchase

Q2. Answer any one of the following questions briefly.   **(2X2½ Marks)**

    a) What is evolution of retailing? Explain it with examples.

    b) What kind of promotional tools can be utilized to enhance the sales through retail?

    c) What kind of retail strategy will be appropriate for the street vendors?

Q3. Answer any one of the question elaborately.   **(1X5 Marks)**

    a) Describe the strategies of companies to select the different formats of retail.

    b) "Retail can create or destroy the brand image of the company". Explain the statement with examples.