



**BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES**  
**4<sup>th</sup> SEMESTER (BATCH 2018-20)**

**CLASS TEST - I**  
**Retail Management (18MBA401A)**

**Total Marks : 15**

**Time: 1 Hour**

*(Answer as per the instruction given in each question)*

Q1. Answer following questions.

(5x1=5 Marks)

Q2. Answer any two

(2x2.5=5 Marks)

Q3. Answer any one

(1x5=5 Marks)

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# BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES

4<sup>th</sup> SEMESTER (BATCH 2017-19)

## CLASS TEST - II 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) What is scrambled merchandising?
- b) What is cross merchandising?
- c) What do you understand by free form layout?
- d) What is POP display?
- e) What is tertiary trading zone?

**Q2. Answer any two questions from the following:**

**(2.5 x 2=5 Marks)**

- a) What is central place theory?
- b) What do you understand by retail atmospherics and what are its important components?
- c) What is the difference between merchandising and product assortment?

**Q3. Answer any one of the following questions:**

**(1 x 5=5 Marks)**

- a) Why location decision of a retail store is so important? Discuss different types of retail location with their advantages and disadvantages.
- b) Explain visual merchandising. Analyze the visual merchandising aspect of Big Bazar from customer perspective.

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# BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES

4<sup>th</sup> SEMESTER (BATCH 2016-18)

## CLASS TEST - II Retail Marketing (MBA-402A)

**Total Marks : 15**

**Time: 1 Hour**

*(Answer as per the instruction given in each question)*

**Q1. Answer ALL the following questions briefly (compulsory):**

**(1 x 5)**

- a) Planogram
- b) Marquee
- c) POS display
- d) Visual Merchandising
- e) Free-standing location

**Q2. Answer any two questions from the following:**

**(2.5 x 2)**

- a) Define the term atmospherics. Differentiate between exterior atmospherics and interior atmospherics.
- b) What is EDLP? What are the benefits of using EDLP?
- c) What is the meaning of signage? Discuss the various functions of signage.

**Q3. Answer any one of the following questions:**

**(1 x 5)**

- a) Discuss the various types of store layout.
- b) Discuss the steps taken by a retailer for selection of a specific site.

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# BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES

4<sup>th</sup> SEMESTER (BATCH 2015-17)

## CLASS TEST - II Retail Marketing (MBA-402A)

**Total Marks : 15**

**Time: 1 Hour**

*(Answer as per the instruction given in each question)*

**I. Answer all the questions:**

**(5X1 Mark)**

1. What is free standing store location?
2. What is bundling pricing method?
3. What is retail aesthetic?
4. What is range plan?
5. What is umbrella branding?

**II. Answer any two of the following questions.**

**(2X2½ Marks)**

1. Explain the concept of EDLP with example?
2. What is visual merchandising?
3. What are the elements of store atmospheric?

**III. Answer any one of the question.**

**(1X5 Marks)**

1. “A poor location may be such a liability that even superior retailers cannot overcome it.”  
Comment on the statement.
2. Differentiate between store design & store layout. Explain different types of store layout and compare them on the basis of suitability from customer’s perspective.

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**BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES**

**4<sup>th</sup> SEMESTER (BATCH 2014-16)**

**CLASS TEST - II**  
**Retail Marketing (MBA-403A)**

**Total Marks : 15**

**Time: 1 Hour**

*(Answer as per the instruction given in each question)*

**Q1. Explain the Terms:**

**(5X1 Mark)**

- a) Retail Mix
- b) Aisle
- c) Racetrack
- d) Loss Leader
- e) POS

**Q2. Answer the following questions briefly.**

**(2X2½ Marks)**

- a) What is atmospheric? Explain its importance in different types of retail format.
- b) How does the designing of a retail store affect consumer decision?
- c) How does Reilly's law of retail gravitation affect the location decision?

**Q3. Answer the question elaborately.**

**(1X5 Marks)**

- a) "Pricing is a marketing tool to position the product". Discuss the statement in the context of retail.
- b) "Interior design has greater role than exterior one in retailing." Discuss it.

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