



B. B. A. Retail Management
Fundamentals of Retailing [RETL 101]
Semester – I - (Regular) Theory Examination,
December-2019

Duration: 2 Hr.

Total Marks: 50

Total Pages - 2

Instructions for Students:

1. ALL questions are compulsory
2. Do NOT write on question paper except PR No.
3. Use of calculator / scientific calculator / log table is permitted
4. Figures to the RIGHT indicate full marks

Q.1 (a) Choose the correct answer from the options given below

(5 Marks)

- i. Retailers interact directly with -
 - a. Producers
 - b. Wholesalers
 - c. Customers
 - d. All of the above
- ii. Retailers offer -
 - a. Service
 - b. Assortment of goods
 - c. Stock holding
 - d. All of the above
- iii. Walmart is a -
 - a. Retailer
 - b. Bank
 - c. Entertainment company
 - d. All of the above
- iv. Retail formats are designed to suit the needs of -
 - a. Commission agents
 - b. Wholesalers
 - c. Producers
 - d. Customers
- v. Retailer -
 - a. Sells large quantities
 - b. Sells small quantities
 - c. Does wholesale business
 - d. None of the above

Q.1 (b) State true or false

(5 Marks)

- A. E-tailing is not retailing.
- B. Almost half of Indian population is engaged in agricultural activity.
- C. Manufacturing cycle ends with retailing.
- D. Huge population is a key driver of retail sector in India.
- E. Retail sector contributes about 11% to our GDP.

Q. 2 Define retailing. What are the key drivers of retailing in India & why? **(10 Marks)**

Q. 3 What are market segments? Explain the criteria for segmenting a new market. **(10 Marks)**

Q. 4 State and explain the Principles of Merchandising **(10 Marks)**

Q. 5 What are Private labels? What are the advantages & disadvantages of having Private Labels? **(10 Marks)**

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