

Internal Assessment Test – I

Sub:	Retail Management					Code:	18MBAMM302		
Date:	07-09-2019	Duration:	90 mins	Max Marks:	50	Sem:	III	Branch:	MBA

		Marks	OBE	
			CO	RBT
<b>Part A - Answer Any Two Full Questions (15*02=30 Marks)</b>				
1 (a)	List the types of retail stores classified into different formats?	[03]	CO1	L1
(b)	Explain various reasons for the growth organized retail in India.	[07]	CO2	L4
(c)	Apply the Wheel of Retailing theory to analyze the transformation of retail institutions in India.	[10]	CO1	L3
2 (a)	Discuss multi-channel retailing concept.	[03]	CO2	L2
(b)	Summarize the theory of Retail Accordian.	[07]	CO2	L5
(c)	Interpret the reasons behind Walmart a store-based retailer acquiring Flipkart, an online retailer while Amazon, an online retailer acquiring majority stake in More, a store-based retailer.	[10]	CO2	L2
3 (a)	Discuss the benefits of retailing.	[03]	CO1	L2
(b)	Explain the Polarization theory.	[07]	CO2	L4
(c)	Discriminate between organized retailing and unorganized retailing in Indian context.	[10]	CO1	L5
<b>Part B - Compulsory (01*20=20 marks)</b>				
4.	<p>Selling of goods under a single brand name domestically as well as internationally is known as ‘Single Brand Retail (SBR)’. For example, Hidesign, Gucci, Levis, Ikea etc. The government of India till recent past has allowed 100% foreign direct investment (FDI) which means any foreign retailer can make 100% investment in establishing their brick-and-mortar (store-based) single-brand retail in India. However, there was a clause that 30% of the goods sold in store must have been sourced locally i.e., India. This is called the mandatory 30% sourcing norm in SBR.</p> <p>On Wednesday, the 28 August 2019 Indian government has expanded the definition of mandatory 30 percent domestic sourcing norm. It also allowed single-brand retailers to start online sales, waiving the previous condition of setting up a mandatory brick-and-mortar store. Here is the list of relaxation provided by the government. The new norms allow firms to open online shops before setting up a physical store and complete relaxation in 30% sourcing norm, which means the SBRs can procure their goods anywhere from across the world.</p> <p>Given the above scenario, analyze the probable changes that Indian retail sector may witness.</p>	[10]	CO2	L4

Course Outcomes		PO1	PO2	PO3	PO4	PO5
CO1:	To develop an understanding of the contemporary retail management, issues, strategies and trends.	1a 1b 1c 3b 4a			3a 3c	
CO2:	To highlight the importance of retailing and its role in the success of modern business.		2a		2c	2b
CO3:	To acclimatize with the insights of retailing, key activities and relationships.	1a 1b 1c 3b			3a 3c	4

Cognitive level	KEYWORDS
L1	List, define, tell, describe, identify, show, label, collect, examine, tabulate, quote, name, who, when, where, etc.
L2	Summarize, describe, interpret, contrast, predict, associate, distinguish, estimate, differentiate, discuss, extend
L3	Apply, demonstrate, calculate, complete, illustrate, show, solve, examine, modify, relate, change, classify, experiment, discover.
L4	Analyze, separate, order, explain, connect, classify, arrange, divide, compare, select, explain, infer.
L5	Assess, decide, rank, grade, test, measure, recommend, convince, select, judge, explain, discriminate, support, conclude, compare, summarize.

**PO1 – Theoretical Knowledge; PO2 – Effective Communication Skills; PO3 – Leadership Qualities; PO4 – Sustained Research Orientation; PO5 – Self-Sustaining Entrepreneurship**

**Scheme Of Evaluation  
Internal Assessment Test 1 – September 2019**

**Sub:** Consumer Behavior

Date: 07-09-2019 Duration: 90mins Max Marks: 50 **Sem:** III

**Code:** 18MBAMM302

**Branch:** MBA

**Note:** Part A - Answer Any Two Full Questions (15\*02=30 Marks)  
Part B - Compulsory (20\*1=20 marks)

Part	Question #	Description	Marks Distribution		Max Marks		
<b>A</b>	1	a)	Classification of retail formats		3 M	20 M	
		b)	Nature Characteristics	3 M 4 M	7 M		
		c)	Diagram Explanation	3 M 7 M	10 M		
	2	a)	Meaning		3 M	3 M	20 M
		b)	7 valid points with explanation		7 M	7 M	
		c)	Diagram Explanation	3 M 7 M		10 M	
	3	a)	Meaning		3 M	3 M	20 M
		b)	Meaning 5 types of behavior		2 M 5 M	7 M	
		c)	5 ways of disposing		2 M each	10 M	
<b>B</b>	4	a)	5 points on justification		1 M each 5 M	10 M	
		b)	i. role of marketers towards advertisement ii. ole of marketers towards sales promotion iii. ole of marketers towards persuasion and closing		1 M each 2 M for convincing answer 5 M		