Sub:	Retail Managment						Code:	18MBAMM302
Date:	14/12/2020	Duration:	60 mins	Max Marks:	50	Sem:	III	Branch:	MBA

			OBE	
		Marks	CO	RBT
Part A - Answer all the questions (30* 1 = 30 marks)				
			1	**2**

1. Store Accounting helps us to understand
   a. **how to maintain stores account,obtain information about the status of all the materials in stores and know the procedure of stock verification**
   b. detail of the store
   c. none of the above
   d. **all of th above**
2. The main account records of stores are
   a. **Bin Cards and Indent**
   b. Bin bags
   c. Record
   d. None of the above
3. Various types of documents used in store accounting are
   a. Analyse and connect
   b. **Both Stores Requisition and Stores Order**
   c. Indent
   d. Bin bags

4. Store design objectives are
   a. Store lighting
   b. Store revenue
   c. Store costing
   d. **to meet the needs of disabled**
5. A typical type of store layout is
   a. Outside store
   b. Inside store
   c. **walk and talk**
   d. walk and run
6. Boutique is the example of
   a. **Free form layout**
   b. Included in layout
   c. Retail
   d. marketing
7. Feature areas are
   a. **end caps and walls**
   b. walls and store
   c. store and billing part
   d. all of the above
8. Highly trafficked areas are
   a. Bill counter
   b. **check out counters and store entrances**
   c. inside store
   d. parking
9. Visual merchandising enhances
   a. Sales
   b. Revenues
   c. **presentation of products and services to better highlight**
   d. all
10. Merchandise presentation technique is

a. **price lining**
  b. price modifying
  c. price skimming
  d. none of the above
11. Rounder is the example of
  a. Retail
  b. **display fixtures**
  c. marketing
  d. sales
12. Store atmosphere means
  a. **scent and light**
  b. light and sound
  c. sound
  d. salesperson
13. Creating theatrical effect is the part of
  a. Visual adjustment
  b. **visual communication**
  c. visual analysis
  d. none of the above
14. Private label brands
  a. Ensure sales
  b. Ensure profit
  c. **boost store loyalty**
  d. all of the above
15. National label brands have
  a. **low margin**
  b. high cost
  c. high margin
  d. none of the above
16. National label brands are
  a. **produced and marketed by vendor**
  b. self created
  c. low cost oriented
  d. all of the above
17. Brands are
  a. **distinguishing name or symbol**
  b. good for sales
  c. cheap and best
  d. none of the above
18. High brand awareness influences
  a. visits to marketers
  b. **visits to retailers**
  c. visits to wholesalers
  d. all of the above
19. Car wrap is
  a. one of the brand influence strategies
  b. **one of the brand awareness strategies**
  c. **one of the brand clearance strategies**
  d. **all of the above**
20. Magalog is
  a. promotional copy of catalog
  b. promotional copy of sales
  c. **promotional copy of magazine**
  d. none of the above
21. Relationship marketing refers to
  a. maintaining exchanges
  b. maintaining sales exchanges
  c. **maintaining relational exchanges**
  d. maintaining advertising exchanges
22. Another name of retail research is
  a. **marketing research**
  b. sales research
  c. advertising research
  d. all of the above

23. One of the methods of retail research is
   a. Observation
   b. Sales
   c. Revenue
   d. profit
24. Winning zone is
   a. the common area between what consumers want and what you brand does the best
   b. profit making zone
   c. loss making zone
   d. none of the above
25. Brand performance dashboard has
   a. customer recognition
   b. customer competitive edge
   c. customer recognition and competitive edge
   d. customer recognition, sales and competitive edge
26. Retail audit is
   a. the study of retail outlets
   b. the study of a selected sample
   c. the study of a market
   d. the study of a selected sample of retail outlets
27. Review in audit is usually
   a. broad
   b. narrow
   c. both broad and narrow
   d. None of the above
28. Neilson Retail Index covers
   a. grocery products
   b. sales products
   c. sales and revenue
   d. None of the above
29. An example of ethical and legal issues are
   a. supplier labor practices
   b. retail theft
   c. supplier labor practices and retail theft
   d. all of the above
30. A typical Corporate Social Responsibility strategy is
   a.. **recycling**
   b. rebonding
   c. recreating
   none of the above

	Which of the followings is example of indirect tax? a. Personal income tax b GST c. wealth tax d. capital gains tax	1	2
3	Which is foreign income from the following incomes? a. Dividend from a foreign company received in India b. Income from agriculture in Mysore c. Income from business in Iran which is controlled from New Delhi d. None	1	2

Part B – 20 Marks

1	**3**

1)A) What is inventory shrinkage?
1)B) Explain the characteristics of retail management
1)C) Explain type or formats of retail management

2)A) What is wheel of retailing?
2)B) What is polarization theory?
2)C) What are Retail accordion and melting pot theories?

3)A)What is Consumerism?
3)B)What is Ethics in Retailing?
3)C) What is Internet retailing

	Course Outcomes	PO1	PO2	PO3	PO4	PO5
CO1:	Find out the contemporary retail management, issues, and strategies.	1a,b,c 2a,b,c 3a,b,c				
CO2:	Evaluate the recent trends in retailing and its impact in the success of modern business. .				4	
CO3:	Relate store management and visual merchandising practices for effective retailing					

Cognitive level	KEYWORDS
L1	list, define, tell, describe, recite, recall, identify, show, label, tabulate, quote, name, who, when, where, etc.
L2	describe, explain, paraphrase, restate, associate, contrast, summarize, differentiate interpret, discuss
L3	calculate, predict, apply, solve, illustrate, use, demonstrate, determine, model, experiment, show, examine, modify
L4	classify, outline, break down, categorize, analyze, diagram, illustrate, infer, select
L5	grade, test, measure, defend, recommend, convince, select, judge, support, conclude, argue, justify, compare, summarize, evaluate
L6	design, formulate, build, invent, create, compose, generate, derive, modify, develop, integrate

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

CCI   HOD

Scheme

Q.No.	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22
	a	b	c	c	b	d	d	b	b	b	c	c	a	c	a	b	d	b	c	b	a	b