

Code : 302501

B.B.A. 5th Semester Examination, 2016

Retail Management

Time : 3 hours

Full Marks : 60

Instructions :

- (i) *There are 7 questions in this paper. All questions carry equal marks.*
- (ii) *Attempt 5 questions in all*
- (iii) *Question nos. 1 and 2 are compulsory.*

1. Answer any six of the following: _____ 6×2=12

(1) GMROI is

- (A) Gross Margin Return ON Investment
- (B) Gross Margin Retail Of Inventory
- (C) Gross Margin Return On Inventory
- (D) Gross Margin Retail On Investment
- (E) None of the Above

(2) Retailers use two types of buying systems known as

- (A) Staple merchandise buying system for basics
- (B) merchandise budget for fashion merchandise
- (C) Staple merchandise buying system for fashion
- (D) Both A & B
- (E) All of the Above

(3) The integration of business processes from end user through original suppliers that provides products, services, and information that add value to customers is

- (A) Supply Chain Management
- (B) Demand Chain Management
- (C) Category Chain Management
- (D) Assortment Chain Management
- (E) None of the Above

(4) The strategic objective of human resource management is to

- (A) Align the capabilities and behaviors of employers with the short-term and long-term goals of the retail firm.
- (B) Align the capabilities and behaviors of customers with the short-term and long-term goals of the retail firm.
- (C) Align the capabilities and behaviors of employees with the short-term and long-term goals of the retail firm.
- (D) Align the capabilities and behaviors of management with the short-term and long-term goals of the retail firm.
- (E) None of the Above

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(5) All of the following are advantages of High Inventory Turnover except

- (A) Increased Cost of Goods Sold
- (B) Increased Sales Volume
- (C) Increased Money for Market Opportunities
- (D) Increased Salesperson morale
- (E) Increased Asset Turnover

(6) Keeps track of the merchandise flows while they are occurring so buyers don't spend too much or too little

- (A) Category System
- (B) Assortment Plan
- (C) Category Management
- (D) Merchandise Management
- (E) Open-to-Buy System

(7) Purchase data collected at the point of sale goes into a huge database known as

- (A) POS
- (B) PDA
- ~~(C)~~ Data Warehouse
- (D) EDI
- (E) None of the above

(8) Employee productivity is

- (A) The retailer's sales or profit divided by the number of employees.
- (B) The retailer's sales or profit multiplied by the number of employees.
- (C) The retailer's sales or profit added by the number of employees.

(D) The retailer's sales of profit subtracted by the number of employees.

(E) None of the above

(9) The number of different merchandising categories within a store or department is called

- ~~(A)~~ Assortment
- (B) Categories
- (C) Depth
- (D) Breadth
- (E) None of the Above

(10) Inventory used to guard retailer when vendor does not get merchandise to you on time.

- (A) Cycle stock
- (B) Base stock
- (C) Buffer Stock
- (D) Value Stock
- (E) In House Stock

2. Answer any three of the following: $3 \times 4 = 12$

- (A) Define retail Management and state its importance.
- (B) Discuss the various theories of retail change.
- (C) Discuss the various ways to turn off customers.
- (D) What is the shotgun approach in retailing?
- (E) Distinguish between shotgun approach and rifle approach.

Answer any three of the following : $3 \times 12 = 36$

- 3. Discuss on the classification of retail institutions.
- 4. What are the different types of General Merchandise Retailers.
- 5. What are the Factors Affecting the growth of Electronic Retailing?
- 6. Discuss on the new Retailing Formats
- 7. What are the factors responsible for the growth of organized retailing in India?