

DEPARTMENT OF MANAGEMENT STUDIES

QUESTION BANK

III SEMESTER

BA5005- RETAIL MANAGEMENT

Regulation – 2017

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DEPARTMENT OF MANAGEMENT STUDIES**QUESTION BANK****SUBJECT: BA5005- RETAIL MANAGEMENT****SEM / YEAR: III Semester / II Year****UNIT I - INTRODUCTION**

An overview of Global Retailing – Challenges and opportunities – Retail trends in India – Socio economic and technological Influences on retail management – Government of India policy implications on retails.

PART –A

Q.NO	QUESTIONS	BT LEVEL	COMPETENCE
1	What is retailing?	Level 1	Remembering
2	Compare global retailing and national retailing.	Level 2	Understanding
3	Identify the factors influencing retailing.	Level 3	Applying
4	Illustrate retail trends.	Level 4	Analysing
5	Discuss the concept of Socio-economic influences on retailing.	Level 5	Evaluating
6	Specify any two challenges faced by Retail industry in India.	Level 6	Creating
7	Define retail management.	Level 1	Remembering
8	List the advantages of Modern retailing over traditional retailing	Level 2	Understanding
9	How would you show your understanding on different retail trends in India?	Level 3	Applying
10	What conclusion can you draw on the opportunities available in retail management?	Level 4	Analysing
11	How is government of India policy in retailing used?	Level 5	Evaluating
12	Interpret the barriers to technological influences in retail.	Level 6	Creating
13	What is meant by legal influences on retail?	Level 1	Remembering
14	Distinguish between brand name and brand value.	Level 2	Understanding
15	Give an example of technological implementation in organized retail.	Level 3	Applying
16	Illustrate the size of retail in India.	Level 4	Analysing
17	Define Global retailing.	Level 1	Remembering
18	Classify the different types of retail formats	Level 2	Understanding
19	State any example for global retailing.	Level 4	Remembering

20	What are the different strategies followed in Government of India policy in retail?	Level 1	Remembering
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PART- B

Q.No	Questions	BT Level	Competence
1	Discuss the challenges and Opportunities of retailing in India.	Level 1	Remembering
2	Discuss on the Government's policy implications on retail sector in India.(6marks) Discuss about the recent trends in FDI.(7marks)	Level 2	Understanding
3	Discuss in detail about the nature and scope of retailing.	Level 3	Applying
4	Explain in detail opportunities and challenges available in global retailing.(7marks) Explain about the methods to overcome challenges in global retailing.(6marks)	Level 4	Analysing
5	Describe the growth of retail in Indian Context.	Level 5	Evaluating
6	Evaluate the applications of information technology in retail sector.(6marks) Discuss about the advantages of Technology in retailing.(7marks)	Level 6	Creating
7	Define retail branding and explain the concept of Environmental influences in retailing?	Level 1	Remembering
8	Discuss the following statement in detail: "Entry of foreign retailers may affect the culture of Indian market".(6marks) Describe the issues influencing global retailers and the methods to overcome. (7marks)	Level 2	Understanding
9	How would you explain about the retail trends in India? (6marks) Explain in detail about Global Retailing.(7marks)	Level 3	Applying
10	Discuss the factors driving the growth of retail industry in India.(6marks) Discuss about the importance of retailing in Indian economy. (7marks)	Level 4	Analysing
11	Give the overview on involvement of government on retail marketing.	Level 1	Remembering
12	Describe the socio-economic and technological influences on retail management.	Level 2	Understanding
13	Keeping in the mind the developments, happenings on the Indian Retail scene, what is the need of the hour for Indian retailers?	Level 4	Analysing
14	How will you classify retail sector in India?	Level 1	Remembering

PART - C

S.NO	QUESTIONS
1	Explain the recent trends in retail industry globally.
2	Critically review the current trends in retail industry example from Indian companies.
3	Choose a successful Indian company of your choice which has got a phenomenal reach in retail markets and explain its retailing strategies adopted in India.
4	Give the overview on involvement of government on retail marketing

UNIT- II RETAIL FORMATS

Organized and unorganized formats – Different organized retail formats – Characteristics of each format – Emerging trends in retail formats – MNC's role in organized retail formats.

PART - A

Q.No	Questions	BT Level	Competence
1	What is organized retail format?	Level 1	Remembering
2	Summarize what is meant by unorganized sectors?	Level 2	Understanding
3	What are the types of retail formats?	Level 3	Applying
4	List the emerging trends in retail formats.	Level 4	Analysing
5	Can you assess the value or importance of customer driven organization?	Level 5	Evaluating
6	Write short note on importance of organized retail formats.	Level 6	Creating
7	What are convenience stores?	Level 1	Remembering
8	How would you explain the techniques of acquiring customer on the web?	Level 2	Understanding
9	How would you show your understanding on online marketing?	Level 3	Applying
10	What are the effects of increasing organized retailing?	Level 4	Analysing
11	Outline the features of Ethical issues in marketing.	Level 5	Evaluating
12	What is customer driven organization?	Level 6	Creating
13	What are the factors influencing network decision?	Level 1	Remembering

14	Outline the scope of MNC.	Level 2	Understanding
15	How would you show your understanding of the term hyper markets?	Level 3	Applying
16	Explain about the term E-tailing?	Level 4	Analysing
17	What are main characteristics of super markets?	Level 1	Remembering
18	Compare super markets and hyper markets.	Level 2	Understanding
19	Explain about specialty retail shops? What technique do they use?	Level 1	Remembering
20	Can you list the three benefits of convenience stores?	Level 1	Remembering

Q.No	Questions	BT Level	Competence
1	What are the different types of organized retail formats? Discuss it in detail with an example.(7marks) What is a retail chain? Discuss its advantages and disadvantages.(6marks)	Level 1	Remembering
2	Discuss in detail about emerging trends in retail formats.	Level 2	Understanding
3	Explain the MNC's role in organized retail formats.	Level 3	Applying
4	Write in detail about online marketing. state the advantages of online marketing.	Level 4	Analysing
5	Evaluate the types of organized retail stores in India.(6marks) Analyze the different types of strategy mix.(7marks)	Level 5	Evaluating
6	Discuss the factors driving the growth of Retail Industry in India.	Level 6	Creating
7	Identify and explain the unorganized retail stores in India?(7marks) What are the different types of non-store retail formats? (6marks)	Level 1	Remembering
8	Interpret the objectives, benefits, and de-merits of any three retail formats.	Level 2	Understanding
9	Plan the steps needed to set up a super market in a busy market area.(7marks)	Level 3	Applying
10	Discover the Origin of retailing in India.(6marks) Analyze the framework online marketing in India? (7marks)	Level 4	Analysing
11	i) Describe the characteristics of independent retailers.(6marks) ii) State its advantages and its disadvantages.(7marks)	Level 1	Remembering
12	Discuss the following terms with example: a) Hypermarkets b) Supermarkets. c) Discount stores. d) Off-shore retailers.	Level 2	Understanding
13	Explain the impact of economic and sociological changes on the evolution of Indian Retail Formats.	Level 4	Analysing
14	i) Highlight the characteristics and types of service retailing.(7marks) ii) What are the advantages and dis-advantages of multi-	Level 1	Remembering

	channel retailing? (6marks)		
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S.NO	QUESTIONS
1	Compare Convenience stores and super markets.
2	Critically review the Impact of Super Markets on shopper behaviour.
3	How the difficulties can related to managing cost, stock out and mark-downs pertaining to retail strategy and operations can be managed?
4	“Use of new technologies will help in effective management of retailing”- Discuss.

UNIT-III RETAILING DECISIONS			
Choice of retail locations - internal and external atmospherics – Positioning of retail shops – Building retail store Image - Retail service quality management – Retail Supply Chain Management – Retail Pricing Decisions. Mercandising and category management – buying.			
PART - A			
Q.No	Questions	BT Level	Competence
1	Define retail location.	Level 1	Remembering
2	Write a short note on store atmospherics.	Level 2	Understanding
3	Write the different categories of external atmospherics.	Level 3	Applying
4	List the service qualities delivered in retail store.	Level 4	Analysing
5	Can you assess the importance of pricing?	Level 5	Evaluating
6	Write short note on impulse buying.	Level 6	Creating
7	What is meant by decision making process?	Level 1	Remembering
8	How would you explain retail positioning and branding?	Level 2	Understanding
9	How would you show your understanding on retail pricing objectives?	Level 3	Applying
10	What are the factors that used in building retail store image?	Level 4	Analysing
11	Outline the principles of retail supply chain management.	Level 5	Evaluating
12	What is supply chain?	Level 6	Creating
13	What are the factors influencing a good retail location?	Level 1	Remembering
14	Outline the scope of retail store image.	Level 2	Understanding

15	How would you show your understanding of different pricing decisions?	Level 3	Applying
16	Can you list the importance of positioning in retailing?	Level 4	Analysing
17	Define service quality.	Level 1	Remembering
18	What is retail store image?	Level 2	Understanding
19	What do you mean by the term category management?	Level 1	Remembering
20	What is visual merchandising?	Level 1	Remembering

Q.No	Questions	BT Level	Competence
1	What can you say about retail location? What are various objectives of choosing a good location?	Level 1	Remembering
2	Explain in detail about the characteristics of Retail Service Quality Management.(7marks) Briefly discuss about the gap model for improving retail service quality.(6marks)	Level 2	Understanding
3	Discuss about how you will build a retail store image.	Level 3	Applying
4	Evaluate the factors to be considered for effective pricing decisions.(7marks) Explain in detail about the different types of pricing strategies followed in retailing. (6marks)	Level 4	Analysing
5	Describe the various factors to be considered for positioning retail shop and improve it in a better manner.	Level 5	Evaluating
6	Explain in detail about types of retail locations.(6marks) Discuss about the steps involved in choosing retail location.(7marks)	Level 6	Creating
7	Explain internal atmospherics used in retail shops in detail.	Level 1	Remembering
8	How would you summarize the steps to be followed for building retail store image?	Level 2	Understanding
9	What are the factors to be considered to have an effective Retail pricing decision?	Level 3	Applying
10	Explain in detail the External Atmospherics which would influence the retail customers?	Level 4	Analysing
11	i) Explain in detail the steps involved in selecting an appropriate location for a retailer.(6marks) ii) What are the factors affecting the choice of retail location?(7marks)	Level 1	Remembering
12	Explain the retail supply chain in detail.	Level 2	Understanding
13	i) Explain in detail about the principles of Merchandise Management.(6marks) ii) What are the different types of merchandise mix?(7marks)	Level 4	Analysing
14	What are the positioning options for retail units? State the requisites of retail positioning?	Level 1	Remembering

S.NO	QUESTIONS
1	Discuss about the growth of new retail formats in India.
2	- discuss.
3	Food retailing is the backbone of retail industry in India- Discuss.
4	Discuss about the origin of retailing in India.

Unit-IV RETAIL SHOP MANAGEMENT

Visual Merchandise Management – Space Management – Retail Inventory Management – Retail accounting and audits - Retail store brands – Retail advertising and promotions – Retail Management Information Systems - Online retail – Emerging trends .

Q.No	Questions	BT Level	Competence
1	What is Retail Inventory?	Level 1	Remembering
2	Give the applications of ABC Analysis?	Level 2	Understanding
3	Sketch the significance of JIT.	Level 3	Applying
4	Point out the stages in retail planning process?	Level 4	Analysing
5	Can you list the various categories of ABC analysis?	Level 5	Evaluating
6	Summarize the concept of Inventory control in retailing?	Level 6	Creating
7	Spell out the elements of 'Retail mix'	Level 1	Remembering
8	Can you explain the meaning of category killer?	Level 2	Understanding
9	Identify the steps followed in retail auditing?	Level 3	Applying
10	List the role of advertising in retailing.	Level 4	Analysing
11	Name the different types of online marketing in use?	Level 5	Evaluating
12	Give the concept of online shopping.	Level 6	Creating
13	Define Merchandising.	Level 1	Remembering
14	Explain in short about space management.	Level 2	Understanding
15	Identify what do you mean by the term store brands?	Level 3	Applying
16	State the differences between Economic Order Quantity and ABC analysis.	Level 4	Analysing
17	Define brand.	Level 1	Remembering
18	Compare retail accounting and retail auditing.	Level 2	Understanding
19	Point out the meaning of retail promotion.	Level 1	Remembering
20	What is retail space mix?	Level 1	Remembering

Q.No	Questions	BT Level	Competence
1	How important is Inventory Management for retailing? Explain with suitable examples.(7marks) What are the different types of inventory control techniques used in retailing? (6marks)	Level 1	Remembering
2	Explain in detail about Visual Merchandise Management.	Level 2	Understanding
3	Define Retail Advertising. Explain the mode of usage of advertising and promotions in retail marketing.	Level 3	Applying
4	Bring out the factors affecting retail inventory management in detail.	Level 4	Analysing
5	Formulate the role of inventory management in retail sector.	Level 5	Evaluating
6	Discuss the various elements of retail accounting and auditing (7marks) Discuss about the steps involved in conducting retail audits (6marks)	Level 6	Creating
7	Explain in detail about Retail Management Information System?	Level 1	Remembering
8	Discuss briefly about the types of Retail Store Brands.(6marks) Explain in detail about the steps involved in developing retail brands.(7marks)	Level 2	Understanding
9	Elaborate the concept of retail space utilization and traffic management.	the	importance
10	How does retail advertising and promotions influence shoppers? Discuss.(6marks) What are the different types of retail promotion mix used to promote a product?(7marks)	Level 4	Analysing
11	i) How will you position retail shops as improve it in better manner? (7marks) ii) What are the guidelines for managing retail shops? (6marks)	Level 1	Remembering
12	Discuss how retail accounting is used in retailing .	Level 2	Understanding
13	i) Bring out the advantages and dis-advantages online retail. (7marks) ii) Discuss about the types of online retail.(6marks)	Level 4	Analysing
14	Explain in detail about the Retail Accounting.	Level 1	Remembering

S.NO	QUESTIONS
1	Explain which would you do more to increase a convenience store's sales-an increase in the length or the breadth of its product assortment. Why?
2	Describe and discuss the new retail trends you see in your immediate market area. How do these match to those suggested in books?
3	Take a retail form in your immediate market area and describe how it has gone through the stages of the "wheel of retailing." What will be the next stage for the retail form?
4	A typical "country store" in farming community sells a variety of food and non-food items-Snacks, Staples, hardware, and many other types of goods. What kind of wholesalers do the owners of such stores use to obtain the items they sell? Are these the same suppliers that a super market uses?

Unit –V RETAIL SHOPPER BEHAVIOUR

Understanding of Retail shopper behavior – Shopper Profile Analysis – Shopping Decision Process - Factors influencing retail shopper behavior – Complaints Management - Retail sales force Management – Challenges in Retailing in India.

Q.No	Questions	BT Level	Competence
1	Define shopper profile analysis.	Level 1	Remembering
2	List few challenges of retailing in India.	Level 2	Understanding
3	How would you show your understanding of non-traditional retailing?	Level 3	Applying
4	List out the internal factors influencing retail shopper behaviour.	Level 4	Analysing
5	Can you identify how value delivery is used in retailing?	Level 5	Evaluating
6	Differentiate between service retailing and product retailing.	Level 6	Creating
7	What are the qualities of Retail sales force?	Level 1	Remembering
8	How would you explain penetration in market?	Level 2	Understanding
9	Write down the different types of compensation provided to retail staff.	Level 3	Applying
10	What is the usage of Sales force in retailing?	Level 4	Analysing
11	Can you identify the different steps to be followed in selecting the retail staff?	Level 5	Evaluating
12	What is your opinion on interactive marketing?	Level 6	Creating
13	Can you recall the significance of complaints management?	Level 1	Remembering
14	What is the use of job analysis in retailing?	Level 2	Understanding
15	How would you show your understanding on the term Job Analysis?	Level 3	Applying
16	Distinguish between challenges and opportunities in retailing.	Level 4	Analysing
17	Write a short note on shopper profile analysis.	Level 1	Remembering
18	Give an outline about the external factors influencing retail shopper behaviour.	Level 2	Understanding
19	What are the benefits of motivating the sales force?	Level 1	Remembering
20	Define the term motivation.	Level 1	Remembering

Q.No	Questions	BT Level	Competence
1	Explain the factors influencing retailer shopper behaviour.	Level 1	Remembering
2	Explain the various factors that influencing retail shopper behaviour.	Level 2	Understanding
3	Discuss in detail the Complaint Management in Retail	Level 3	Applying
4	Discuss the impact of foreign retail brands on the growth of Indian retail industry. (6marks) Discuss the strategic approach towards effective management in a high profile retail environment. (7marks)	Level 4	Analysing
5	Explain about the retail sales force management? (6marks) Develop an outline for a training programme for different categories of staff in an retail organization.(7marks)	Level 5	Evaluating
6	Discuss about the steps to be followed in Buyer Decision Process.(6marks) How could an effective customer service strategy cut a retailer's cost? Explain with examples.(7marks)	Level 6	Creating
7	What is consumer Decision Making process? Does this process vary for convenience products and for high priced, high involvements products?	Level 1	Remembering
8	Explain in detail about the Shopper profile analysis.	Level 2	Understanding
9	Discuss about the challenges in retailing. (7marks) What are the benefits of understanding retail shopper behavior? (6marks)	Level 3	Applying
10	Define sales force. How would you train the sales force?(7marks) What are the methods of training the sales force?(6marks)	Level 4	Analysing
11	Elucidate about the future of retailing.	Level 1	Remembering
12	Explain about the impact of various non-store retailing.	Level 2	Understanding
13	Discuss in detail about the steps involved in handling the complaints effectively.(6marks). Explain the role of an effective marketing communication process in working with these factors.(7marks)	Level 4	Analysing
14	Explain the steps involved in selecting the retail staff. (6marks) What are the types of compensation provided to retail staff?(7marks)	Level 1	Remembering

S.NO	QUESTIONS
1	Contrast the benefits and drawbacks of comparison advertising. Which has more to gain from using comparison advertising- the leading brand in a market or a lesser brand? Why?
2	Companies often run advertising, sales promotion and public relations efforts at the same time. Can their effects be separated? Discuss how a company might evaluate the effectiveness of each element in this mix.
3	Assess why many companies are spending more on trade promotions and consumer promotions than on advertising. Is heavy spending on sales promotion a good strategy for long- term profits? Why or why not?
4	Online marketing offers great promise for the future. Assume that you were the sales manager for a local travel agency. Make a case that would persuade your superiors that going online would be a good investment. Be sure to cite positive and negative consequences.

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