

TELANGANA UNIVERSITY
S.S.R. DEGREE COLLEGE, NIZAMABAD (C.C:5029)
V SEMESTER INTERNAL ASSESSMENT - I EXAMINATIONS
BBA QUESTION BANK,
SUB: Retail Management

I. Multiple Choice Questions

1. The last part of a supply chain which is engaged in selling product or a service is, (a)
(a) Retailer (b) Supplier (c) vendor (d) Agent
2. Function of retailing include, (d)
(a) Time factor (b) Communication (c) Size factor (d) All the above
3. Foods items and other groceries are made available to the customers at, (a)
(a) Convenience stores (b) Super markets. (c) Big bazar (d) Hyper markets
- 4 Theory of retailing which explains the retail evolution with an institutional life cycle concept is, (d)
(a) Selective theory. (b) Retail accordion theory
(c) Natural selection theory (d) Wheel of retailing theory
5. Following constitutes the important activities of retailing. (d)
(a) Sorting (b) Arranging assortment (c) Breaking bulk and holding stock (d) All the above
6. The giant retailers who dominates the single area of merchandise, (c)
(a) Discount stores (b) Super market (c) Category killers (d) None of the above
7. ensures a direct interaction with end users of goods or services in the value chain. (b)
(a) Distributors (b) Retailing (c) Agents (d) None of the above
8. Physical repackaging of the products by retailers in small unit sizes is (a)
(a) Breaking bulk (b) Sorting (c) Holding stock (d) Extending services
- 9 Retailers are also classified based on, (c)
(a) Channels of distribution (b) Transport (c) Number of outlets (d) All the above
10. Gross margin is, (b)
(a) Cost of goods sold - Net sales (b) Net sales Cost of goods sold
(c) Net profit-Net sales (d) Net profit Cost of goods sold
11. PDS stands for (a)
(a) Public distribution system (b) Private distribution system

(c) Partner

(d) None

12. _____ are the interactive, free standing, electronic computer terminals. (d)

(a) Malls

(b) Catalogue stores

(c) Rural marts

(d) Video kiosks

13. _____ are aimed at facilitating the marketing process at district level (c)

(a) Malls

(b) Catalogue stores

(c) Rural marts

(d) Video kiosks

14. _____ stores are not accepted by Indian customers. (b)

(a) Malls

(b) Catalogue stores

(c) Rural marts

(d) Video kiosks

15. Franchising consists of _____ parties (a)

(a) 2

(b) 3

(c) 4

(d) 5

16. Under _____ franchises the franchiser allows a franchisee to produce items using their brand name (a)

(a) Manufacturing

(b) Business format

(c) Product

(d) All

17. _____ model focuses on individuals who are selling products (or) services in a specific trade (c)

(a) Manufacturing

(b) Business format

(c) Product

(d) All

18. Retail life cycle consists of _____ stages. (a)

(a) 4

(b) 3

(c) 2

(d) 5

19. The first stage in retail life cycle is (c)

(a) Decline

(b) Growth

(c) Innovation

(d) Maturity

20. The last stage in retail life cycle is (a)

(a) Decline

(b) Growth

(c) Innovation

(d) Maturity

II. FILL IN THE BLANKS

1. **Selective** distribution is restricted to only a portion or percentage of available outlet in each geographical area.
2. Big Bazar, Shoppers stop, Westside, Globus are few examples of **Departmental stores**
3. EDI stands for **Electronic Data Interchange**
4. **Departmental Stores** and **Specialty stores** are the classification of retailers based on the merchandise range.
5. The strategy used to attract the shoppers towards a specific store is called as **Traffic Strategy**
6. **Retailing** refers to the business of buying goods in large quantities from a manufacturer or wholesalers and then selling them to consumers.

7. Retail outlets convert the **Heterogenous products** into **Homogenous products**
8. **Variety** is the number of merchandise categories offered by a retailer.
9. Each item of merchandise offered by a retailer is referred to as **Stock Keeping Unit(SKU)**.
10. Through **Retail Channel** a retailer sells and delivers merchandise and services to its customers.
11. **Traditional Retail Formats** refer to those formats that have long been part of the retail landscape of India.
12. FMCG stands for **Fast Movable Consumer Goods**.
13. **Super Centres** are similar to hypermarkets but are much larger in size.
14. **Malls** are retail formats designed to offer various products and services.
15. **Shopping Strip** is a retail format wherein many number of shops are arranged in a row with a sidewalk and parking space.
16. The **Franchisee** the obligation to pay the franchisor fees for these rights.
17. The **Franchisor** is the provider of the franchise.
18. 'Franchising' can be traced back to the French word 'franchise', which means to **Grant powers to a Peasant**
19. Environmental theory was proposed by **Drawin**
20. The concept of product life cycle as explained by **Philip Kotler**

III. Short Answer Questions

1. Retail means?
2. Write down any six store retailing's?
3. FOI Abbreviation?
4. Write one retail store example in Nizamabad?
5. Direct selling?