



WEST BENGAL STATE UNIVERSITY
B.A./B.Com Honours 5th Semester Examination, 2020, held in 2021

ASPADSE03T-ADVERTISMENT AND SALES PROMOTION (DSE1/2)

RETAIL BUSINESS MANAGEMENT

Time Allotted: 2 Hours

Full Marks: 50

*The figures in the margin indicate marks of question.
Candidates should answer in their own words and adhere to the word limit as practicable.*

GROUP-A

1. Answer any **five** questions from the following: 2×5 = 10
- (a) Define 'Retailing'.
 - (b) Explain the term 'Retailing of Services'.
 - (c) What is 'CRM'?
 - (d) What do you mean by departmental stores?
 - (e) Explain vending machine.
 - (f) What is meant by retail format?
 - (g) What do you mean by 'E-Retailing'?
 - (h) What is 'merchandising'?
 - (i) State the importance of retail locations.
 - (j) What are the characteristics of retailing?
 - (k) What do you mean by 'Franchising'?
 - (l) What is the basic difference between hypermarket and supermarket?
 - (m) What do you mean by 'non-store retailing'?
 - (n) Mention any two functions of a retailer.
 - (o) Write down any two retail-marketing strategies.

GROUP-B

2. Answer any **four** questions from the following: 5×4 = 20
- (a) Briefly explain the importance of FDI in retail business.
 - (b) Briefly discuss the changing scenario of retail business in India.
 - (c) State the role of a merchandising manager in retail stores.
 - (d) Elucidate the role of CRM in retailing.

- (e) Briefly explain the factors influencing the location of retail outlets.
- (f) Write a short note on the introduction of VAT in Retailing.
- (g) Briefly explain 'Catalogue Retailing' and 'Door To Door Selling'.
- (h) Write a note on 'Melting Pot Theory' in Retailing.
- (i) Explain the concept of 'E-Payment' in Retailing.
- (j) Explain briefly the buying decision process of consumers in retailing.
- (k) Briefly discuss 'Polarization Theory' in Retailing.
- (l) What are the different types of franchising in retail business?

GROUP-C

3. Answer any *two* questions from the following: 10×2 = 20
- (a) Write a note on Manufacturer Distributor Network Relationship in Retail Business. 10
 - (b) Define 'Outsourcing'. Explain the importance of outsourcing in Retail Business. 2+8
 - (c) Write a note on the theories of 'Wheel of Retailing' and 'Retail Accordation' in Retail Development. 5+5
 - (d) Discuss the several franchising laws in India. 10
 - (e) Explain the factors influencing micro and macro environment in retailing. 10
 - (f) Discuss the contribution of retailing to Indian Economy. 10

N.B. : *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

—x—