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BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)
EXAMINATION: DECEMBER – 2024
SEMESTER - V
Sub.: Retail Management (BBA22-515MM)

Date : 24/12/2024**Total Marks : 60****Time: 10.00 am To 12.30 pm**

- Instructions:** 1) All questions are compulsory.
 2) Figures to the right indicate full marks.

Q. 1. Choose the most appropriate option. (05)

1. What does the scope of retail primarily encompass_____
 - a) Only online sales
 - b) The entire process of selling goods and services to consumers
 - c) Manufacturing products
 - d) Retailers only
2. What is a primary focus of retail management?_____
 - a) Managing manufacturing processes
 - b) Enhancing customer satisfaction and experience
 - c) Developing banking solutions
 - d) Creating business-to-business partnerships
3. Retail positioning strategies are used to:_____
 - a) Decide on store locations
 - b) Differentiate a retail store from its competitors
 - c) Choose suppliers for the store
 - d) Manage employee schedules
4. What is the first step in the buying process for a retail manager?_____
 - a) Selecting vendors
 - b) Identifying the need for a product
 - c) Negotiating prices
 - d) Placing an order
5. Effective customer service management focuses on:_____
 - a) A) Reducing store hours
 - b) Enhancing the shopping experience and resolving issues
 - c) Decreasing product variety
 - d) Ignoring customer feedback

Q. 2. State True / False (05)

1. The evolution of retailing has been significantly influenced by advancements in technology, from traditional markets to e-commerce platforms.
 - a) True
 - b) False
2. Retail market segmentation divides the market into distinct groups of customers based on demographics, behavior, or preferences.
 - a) True
 - b) False
3. The merchandise mix refers to the variety and assortment of products that a retailer offers.
 - a) True
 - b) False
4. Visual merchandising involves the use of attractive displays and layouts to entice customers and increase sales.
 - a) True
 - b) False
5. Addressing ethical issues in retail is optional and does not impact customer loyalty or brand reputation.
 - a) True
 - b) False

Q. 3. Write Short notes on (Any Three) (15)

1. Evolution of retailing.
2. Retail positioning strategies.
3. Merchandise mix.
4. Customer service management.
5. Ethical issues in retail.

Q. 4. Answer in detail (Any Two) (20)

1. Analyze the Technology used in inventory management.
2. Discuss Corporate social responsibility.
3. Explain the Pricing strategies used in Retail Management .
4. What are the key elements of visual merchandising that help attract and engage customers in a retail store?.

Q. 5. Case study (15)

Vendor Selection at ABC Supermarket

ABC Supermarket, a mid-sized grocery retail chain, has been expanding rapidly, adding new locations to meet the growing demand in various neighborhoods. To maintain high product quality and ensure timely supply, the company has prioritized refining its vendor selection process. With the expansion came the challenge of finding reliable vendors who could meet ABC Supermarket's strict standards for product quality, delivery schedules, and cost-efficiency.

The selection process begins with the procurement team creating a shortlist of potential vendors based on referrals, trade show meetings, and past industry experiences. Once a vendor is shortlisted, ABC Supermarket evaluates them using a comprehensive assessment framework. This framework includes evaluating the vendor's product quality, production capacity, financial stability, compliance with regulations, and flexibility in meeting the changing demands of the market. Vendors are also required to provide references from other clients and, in some cases, submit product samples for quality testing.

In one instance, ABC Supermarket was faced with choosing between two fruit suppliers. Supplier A offered competitive pricing but had mixed reviews regarding delivery reliability. Supplier B had slightly higher prices but a proven track record of on-time deliveries and better customer service. After careful consideration, ABC Supermarket decided to go with Supplier B, prioritizing the consistency of product availability and quality over lower costs. This decision paid off, as the store received positive customer feedback on the freshness of its produce and avoided costly stock outs that could have occurred with unreliable deliveries.

Questions:

1. What factors did ABC Supermarket consider when selecting a vendor for fruit supplies?
2. Why might a company prioritize delivery reliability and product quality over lower prices in vendor selection?
3. How can maintaining a rigorous vendor selection process impact the overall success of a retail chain like ABC Supermarket?