

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)**  
**EXAMINATION: MAY – 2025**  
**SEMESTER - V**  
**Sub.: Retail Management (BBA22-515MM)**

**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)**

- Which of the following is an example of a retailer?
  - A car manufacturer
  - A wholesale supplier
  - A supermarket
  - A software company
- What is the purpose of retail market segmentation?
  - To increase product prices
  - To divide customers into groups based on their needs and preferences
  - To reduce the number of customers
  - To sell only one type of product
- What is the first step in the buying process for retailers?
  - Vendor selection
  - Identifying customer needs
  - Price negotiation
  - Making the final purchase
- What is the main goal of customer service management?
  - To improve customer satisfaction and loyalty
  - To increase product prices
  - To reduce the number of customers
  - To ignore customer complaints
- What is the main goal of inventory control methods?
  - To maintain the right stock levels and reduce wastage
  - To increase storage costs
  - To eliminate all inventory from the store
  - To avoid tracking stock

**Q. 2. State True / False (05)**

- Competitive analysis helps retailers understand their competitors and improve their business strategies
  - True
  - False
- Selecting the right vendor is an important part of the buying process in retail
  - True
  - False
- The design and layout of a store have no impact on sales.
  - True
  - False
- Efficient inventory management helps reduce costs and improve profitability
  - True
  - False
- E-commerce is a modern form of retailing that allows customers to shop online.
  - True
  - False

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

1. Definition and scope of retail management
2. Retail positioning strategies
3. Pricing strategies
4. Customer service management
5. Technology in inventory management

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

1. Explain the concept of retail market segmentation and its importance in retail strategy.
2. Explain the concept of a merchandise mix and its key components.
3. Explain the importance of store layout and design in retail.
4. Explain the different inventory control methods used in retail management.

**Q. 5. Case study (15)**

**Corporate Social Responsibility (CSR) in Retail**

ABC Retail is a well-known supermarket chain with stores across the country. In recent years, the company has adopted Corporate Social Responsibility (CSR) initiatives to enhance its brand image and contribute to society. ABC Retail has introduced several CSR programs, including:

**Sustainable Sourcing:** Partnering with local farmers to source organic and eco-friendly products.

**Waste Reduction:** Implementing a zero-waste policy by donating surplus food to charities and using biodegradable packaging.

**Employee Welfare:** Providing fair wages, health benefits, and career development opportunities to employees.

**Community Support:** Funding educational programs and sponsoring local community events.

As a result of these efforts, ABC Retail has experienced increased customer loyalty, higher employee satisfaction, and positive media coverage. However, some critics argue that the company's CSR initiatives are primarily for marketing purposes rather than genuine social responsibility.

**Questions:**

1. Why is Corporate Social Responsibility (CSR) important for a retail business like ABC Retail?
  2. How can CSR initiatives like sustainable sourcing and waste reduction benefit both the company and society?
  3. Do you think businesses engage in CSR primarily for ethical reasons, or are it more of a marketing strategy? Justify your answer.
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