

TILAK MAHARASHTRA VIDYAPEETH, PUNE
BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) (071)

EXAMINATION: MAY - 2026

SEMESTER - VI

Sub.: Retail Marketing (BBA 23-615-MKTG)

Date : 20/05/2026

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. _____ is a Service Retailer
 - a) Salon
 - b) Garment store
 - c) Grocery shop
 - d) Furniture mall.
2. The main objective of retailing is _____
 - a) Bulk production
 - b) Consumer satisfaction
 - c) Mining
 - d) Exports
3. E-Commerce is a type of _____ retailing
 - a) Direct Selling
 - b) Off-shore
 - c) Non-Store
 - d) Warehouse
4. Selling goods below MRP is called _____
 - a) Discount Pricing
 - b) Price Skimming
 - c) Premium Pricing
 - d) Psychological pricing
5. Which layout is most commonly used in Supermarkets?
 - a) Grid Layout
 - b) Free Flow
 - c) Boutique
 - d) Circular

Q. 2. State True / False

(05)

1. Visual merchandising can influence impulse buying.
 - a) True
 - b) False
2. Pricing strategy has no effect on retail sales.
 - a) True
 - b) False
3. Ethical retailing promotes long-term business sustainability.
 - a) True
 - b) False
4. Retailing involves selling goods directly to wholesalers.
 - a) True
 - b) False
5. Inventory control and overstocking are closely related.
 - a) True
 - b) False

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

(15)

1. Evolution of retailing
2. Pricing strategies in retail
3. Supermarkets
4. Consumer protection laws in retailing
5. Convenience stores

Q. 4. Answer in detail (Any Two)

(20)

1. Discuss retail positioning strategies
2. Explain merchandise planning and the buying process.
3. How would you apply concept of Visual Merchandising to increase sales in a garment store?
4. Demonstrate with examples how CSR activities can improve customer loyalty.

Q. 5. Case study

(15)

A retail company “**SmartCart**” plans to open a new supermarket in a growing residential area. The management wants to attract middle-class families by offering a wide assortment of groceries, competitive prices, and a pleasant shopping experience.

Questions:

1. Analyse the retail environment and identify factors influencing store success.
 2. Suggest appropriate merchandising and pricing strategies for the store.
 3. Recommend a store layout for the above to improve customer experience.
-