

# SHRI GURU NANAK DEGREE COLLEGE, Preet Vihar, RUDRAPUR

## BBA406 – Retail Management

### Section A: Long Answer Questions

#### Unit I: Retailing

1. 1. Define Retailing. Explain the types of retailers.
2. 2. Discuss the importance of retailing in the modern economy.
3. 3. What are the different retail formats? Explain with examples.
4. 4. Explain the Retail Management Decision Process.
5. 5. Discuss the challenges in Multichannel Retailing.
6. 6. Explain the customer buying decision process in retail.
7. 7. Differentiate between variety and assortment in merchandise.
8. 8. Describe services offered by retailers and their importance.
9. 9. Explain market segmentation and its application in retail.
10. 10. What are the various ownership types in retailing?
11. 11. Discuss international market attractiveness in retail.
12. 12. Case Study: A brand is planning to launch in both physical and online formats. What factors should be considered?
13. 13. Analytical: Evaluate the impact of customer buying behavior on retail format decisions.

#### Unit II: Retail Strategy

1. Explain the steps involved in Strategic Retail Planning.
2. Discuss various retail growth strategies.
3. Explain the factors affecting evaluation of trade areas.
4. What are the different retail location types?

5. Explain the process of evaluating site areas for retail stores.
6. Explain the importance of customer relationship management in retail.
7. Discuss the structure and issues of HR in retail firms.
8. Explain the importance of nurturing retail talent.
9. What is a retail format? Discuss its advantages.
10. Explain how a retailer can gain competitive advantage.
11. Case Study: A retail firm wants to open in a new city. What should it analyze before finalizing the location?
12. Analytical: Assess the role of HRM in sustaining retail competitiveness.

### Unit III: Financial Strategy

1. Explain the Strategic Profit Model in retail.
2. Discuss the concept and significance of asset management in retail.
3. What is profit path management? Explain with examples.
4. Discuss the types of financial strength analysis in retail.
5. Explain the role of Information System in retail finance.
6. Discuss the importance of Supply Chain Management in financial strategy.
7. Explain the concept of merchandise flow.
8. Discuss the role of distribution centers in retail finance.
9. What are the major financial challenges faced by retailers?
10. Explain the role of financial strategy in retail growth.
11. Case Study: A retailer faces low profits despite high sales. Identify potential financial issues.
12. Analytical: Evaluate the use of financial data in retail strategic planning.

### Unit IV: Merchandise Management

14. 1. What is merchandise planning? Discuss its process.

15. 2. Explain forecasting techniques used in merchandise management.
16. 3. Discuss the importance of assortment planning in retail.
17. 4. Explain inventory level setting and its importance.
18. 5. Discuss national vs. private label merchandise.
19. 6. What are the ethical and social responsibilities of retail sourcing?
20. 7. Explain strategies for pricing in merchandise management.
21. 8. Discuss issues in pricing and communication.
22. 9. Explain the concept of brand equity in retail.
23. 10. What are the communication methods used in retailing?
24. 11. Discuss the planning of retail communication process.
25. 12. Case Study: A retail brand wants to launch its private label. What should be the considerations?
26. 13. Analytical: Compare ethical sourcing challenges for national and private label merchandise.

## Section B: Short Answer Questions

### Unit I: Retailing

1. Define Retailing. Explain the types of retailers.
2. Discuss the importance of retailing in the modern economy.
3. What are the different retail formats? Explain with examples.
4. Explain the Retail Management Decision Process.
5. Discuss the challenges in Multichannel Retailing.
6. Explain the customer buying decision process in retail.
7. Differentiate between variety and assortment in merchandise.
8. Describe services offered by retailers and their importance.
9. Explain market segmentation and its application in retail.
10. What are the various ownership types in retailing?
11. Case Study: A brand is planning to launch in both physical and online formats. What factors should be considered?

12. Analytical: Evaluate the impact of customer buying behavior on retail format decisions.

### Unit II: Retail Strategy

27. 1. Explain the steps involved in Strategic Retail Planning.
28. 2. Discuss various retail growth strategies.
29. 3. Explain the factors affecting evaluation of trade areas.
30. 4. What are the different retail location types?
31. 5. Explain the process of evaluating site areas for retail stores.
32. 6. Discuss how customer databases are useful in retail strategy.
33. 7. Explain the importance of customer relationship management in retail.
34. 8. Discuss the structure and issues of HR in retail firms.
35. 9. Explain the importance of nurturing retail talent.
36. 10. What is a retail format? Discuss its advantages.
37. 11. Explain how a retailer can gain competitive advantage.
38. 12. Case Study: A retail firm wants to open in a new city. What should it analyze before finalizing the location?
39. 13. Analytical: Assess the role of HRM in sustaining retail competitiveness.

### Unit III: Financial Strategy

40. 1. Explain the Strategic Profit Model in retail.
41. 2. Discuss the concept and significance of asset management in retail.
42. 3. What is profit path management? Explain with examples.
43. 4. Discuss the types of financial strength analysis in retail.
44. 5. Explain the role of Information System in retail finance.
45. 6. Discuss the importance of Supply Chain Management in financial strategy.
46. 7. Explain the concept of merchandise flow.
47. 8. Discuss the role of distribution centers in retail finance.
48. 9. What are the major financial challenges faced by retailers?
49. 10. Explain the role of financial strategy in retail growth.
50. 11. How does inventory turnover affect financial performance?

51. 12. Case Study: A retailer faces low profits despite high sales. Identify potential financial issues.

52. 13. Analytical: Evaluate the use of financial data in retail strategic planning.

#### Unit IV: Merchandise Management

1. What is merchandise planning? Discuss its process.
2. Explain forecasting techniques used in merchandise management.
3. Discuss the importance of assortment planning in retail.
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5. What are the ethical and social responsibilities of retail sourcing?
6. Explain strategies for pricing in merchandise management.
7. Discuss issues in pricing and communication.
8. Explain the concept of brand equity in retail.
9. What are the communication methods used in retailing?
10. Discuss the planning of retail communication process.
11. Case Study: A retail brand wants to launch its private label. What should be the considerations?
12. Analytical: Compare ethical sourcing challenges for national and private label merchandise.

### Section C: Multiple Choice Questions (MCQs)

#### Unit I – Retailing

1. Retailing primarily involves:

- A. Manufacturing
- B. Wholesaling
- C. Selling to final consumers
- D. Exporting

2. Which of these is a type of retail format?

- A. Hypermarket
- B. Factory
- C. Import hub

- D. Refinery

3. The buying decision process includes:

- A. Need recognition
- B. Purchase
- C. Post-purchase behavior
- D. All of the above

4. Multichannel retailing means:

- A. Retailing through one format
- B. Manufacturing products
- C. Selling through multiple platforms
- D. None

5. Market segmentation helps in:

- A. Importing goods
- B. Identifying customer needs
- C. Reducing quality
- D. Promoting exports

6. Assortment in retailing refers to:

- A. Store rent
- B. Variety of products
- C. Employee training
- D. Budgeting

7. Retailing is an activity that involves:

- A. Selling to wholesalers
- B. Selling to final users
- C. Exporting only
- D. Buying from manufacturers

8. Customer buying behavior is influenced by:

- A. Price
- B. Promotion
- C. Store ambience

- D. All of the above

9. Which of the following is NOT a type of ownership in retail?

- A. Independent
- B. Franchise
- C. Government
- D. Chain stores

10. Retail management decision process begins with:

- A. Sales report
- B. Understanding customer needs
- C. Market analysis
- D. Store design

11. Which of the following is NOT a format of retail?

- A. Supermarket
- B. Kiosk
- C. Mall
- D. Factory

12. Retailers add value by:

- A. Lowering product quality
- B. Providing convenience
- C. Ignoring feedback
- D. Reducing choices

13. International market attractiveness depends on:

- A. Tariff rates
- B. Consumer preferences
- C. Political risk
- D. All of the above

## Unit II – Retail Strategy

1. Strategic retail planning helps in:

- A. Setting store rent
- B. Managing vendors

- C. Achieving competitive advantage
- D. None

2. Customer databases are primarily used for:

- A. Billing
- B. Storing contact numbers
- C. Relationship management
- D. Inventory control

3. Retail location decisions are based on:

- A. Traffic flow
- B. Trade area analysis
- C. Site evaluation
- D. All of the above

4. Retail format defines:

- A. Store layout
- B. Type of merchandise
- C. Nature of service
- D. Business model

5. HRM in retail helps in:

- A. Customer billing
- B. Store security
- C. Talent management
- D. Pricing

6. Strategic growth in retail includes:

- A. Diversification
- B. Market penetration
- C. Market expansion
- D. All of these

7. Trade area is evaluated for:

- A. Pricing
- B. Product design



- C. Location planning
- D. Packaging

8. CRM stands for:

- A. Consumer Relationship Marketing
- B. Customer Relationship Management
- C. Channel Retail Market
- D. Core Retailing Model

9. Nurturing talent in retail improves:

- A. Store design
- B. HR performance
- C. Customer experience
- D. None

10. Retail database management is part of:

- A. IT management
- B. CRM
- C. Promotion
- D. Logistics

11. Trade area includes:

- A. Transport areas
- B. Residential zone
- C. Geographic region of potential customers
- D. Cash counters

12. Evaluation of site areas is crucial for:

- A. Pricing
- B. Retail location decisions
- C. Legal compliance
- D. All

13. Retail strategy gives direction to:

- A. Advertising
- B. Long-term planning

- C. Discounts
- D. Shelf arrangement

### Unit III – Financial Strategy

#### 1. Strategic Profit Model evaluates:

- A. Customer satisfaction
- B. Asset turnover
- C. Pricing method
- D. Merchandise stock

#### 2. Asset management path refers to:

- A. Employee training
- B. Inventory flow
- C. Profit allocation
- D. Investment strategies

#### 3. Profit path management includes:

- A. Financial strength
- B. Distribution channels
- C. Asset flow
- D. Store layout

#### 4. Supply Chain Management ensures:

- A. Quality training
- B. Product flow
- C. Employee retention
- D. Promotions

#### 5. Financial analysis helps in:

- A. Better decisions
- B. Store promotion
- C. IT support
- D. Store opening

#### 6. Merchandise flow is controlled through:

- A. Communication

- B. Financial review
- C. Distribution centers
- D. HR policies

7. Financial strength means:

- A. Cash flow and liquidity
- B. Store design
- C. Brand loyalty
- D. Logistics

8. Information flow is part of:

- A. HR strategy
- B. Merchandise planning
- C. Financial strategy
- D. Promotion

9. Distribution centers manage:

- A. Employee movement
- B. Merchandise storage and supply
- C. Staff training
- D. Cash flow

10. Retail finance includes:

- A. Loans
- B. Inventory management
- C. Financial planning
- D. None

11. Inventory turnover indicates:

- A. Sales per employee
- B. Merchandise speed
- C. Customer retention
- D. Price variance

12. Strategic finance planning improves:

- A. Branding

- B. Store ambiance
- C. Profitability
- D. Parking

13. Which of these is a key financial tool in retail?

- A. Profit model
- B. Attendance
- C. Promotions
- D. Segmentation

#### Unit IV – Merchandise Management

1. Merchandise planning involves:

- A. Brand logo
- B. Inventory and assortment
- C. CRM
- D. HRM

2. Forecasting sales helps in:

- A. Increasing rent
- B. Inventory planning
- C. Reducing tax
- D. Improving display

3. Private labels are:

- A. Local shops
- B. Manufacturer-owned brands
- C. Retailer-owned brands
- D. Export houses

4. Retail pricing strategy includes:

- A. Fixed costs
- B. Demand analysis
- C. Pricing methods
- D. All of these

5. Ethical issues in sourcing include:

- A. Working conditions
- B. Quality checks
- C. Training
- D. All

6. Brand equity reflects:

- A. Retail margin
- B. Brand value and image
- C. Store location
- D. None

7. Retail communication methods include:

- A. Newspaper
- B. TV
- C. Social media
- D. All of the above

8. Retail assortment refers to:

- A. Price labels
- B. Product mix variety
- C. Discount structure
- D. Training models

9. Negotiating with vendors includes:

- A. Payments
- B. Delivery terms
- C. Quality standards
- D. All

10. National brands are:

- A. Local shops
- B. Globally recognized
- C. Countrywide available brands
- D. None

11. Retail pricing considers:

- A. Customer value
- B. Competition
- C. Costs
- D. All

12. Retail communication improves:

- A. Cost
- B. Customer awareness
- C. Inventory
- D. None

13. Sourcing in retail refers to:

- A. Employee hiring
- B. Product procurement
- C. Service delivery
- D. Legal compliance