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MASTER OF BUSINESS ADMINISTRATION (M.B.A.)
EXAMINATION : DECEMBER - 2022
SEMESTER - III
Sub: Retail Management (MMM305)

Date: 22/12/2022

Total marks: 60

Time: 10.00am to 12.30pm

SECTION – I

Q. 1. Fill in the blanks.

(5)

- Retailer is a person who sells the goods in _____
 - Large Quantities
 - Small quantities
 - Both a & b
 - None of these
- Retailing creates _____
 - Time utility
 - Place utility
 - ownership
 - partnership
- _____ selling is carried out by hawkers and peddlers.
 - Door-to-Door
 - Minute-to-Minute
 - Product-to-Product
 - None of these
- Avon, Amway, and Tupperware use which of the following forms of _____ channel
 - Downward Marketing Channel
 - Multilevel Marketing Channel
 - Direct Marketing Channel
 - Indirect Marketing Channel
- Domino's Pizza outlets in India are examples of _____ type of retail outlets.
 - Speciality Stores
 - Franchise
 - Discount Stores
 - None of these

Q. 2. Answer the following. (Any Two)

(20)

- Who is a retailer? Discuss various reasons for growth of retail sector in India.
- What is Franchising? Describe advantages and disadvantages of franchising. □
- Explain various functions of a Retailer
- What are the various factors influencing retailing.

Q. 3. Write notes on. (Any Two)

(10)

- Visual Merchandising
- Kirana Stores
- Multilevel Marketing

SECTION – II

Q. 4. Case Study

(15)

The Electronic Retailing also called as e-tailing or internet retailing, is the process of selling the goods and services through electronic media, particularly the internet. Simply, the sale of retail goods and services online is called as electronic retailing.

Advantages of Electronic Retailing:

To customers:

- Through electronic retailing, customers can save both the efforts and time.
- The wide range of products is available online, so the comparison can be made easily before the purchase.
- The customer can shop anytime and from anywhere, the facility is available 24*7
- Huge discounts can be availed while shopping online as competition is severe.

To Retailers:

- **lesser investment** – compared to traditional offline retailing, e-tailing doesn't require businesses to spend a lot of money for business showrooms, outlets, shops, and renting commercial areas.
- **Provides your business with different promotional platforms** – a physical store is only restricted to its area of visibility and accessibility, meaning it can only operate at best – if your shop can be seen and can be accessed by the public
- **Helps retailer reach huge customer base.**
- **Helps in business growth worldwide.**

However, every coin has two sides. There are few Disadvantages of Electronic Retailing:

- Quality of the products offered online cannot be assured.
- Bargaining is not possible.
- Physical examination of products is not possible in case of electronic retailing.
- Risk of online payment is greater.

Question:

1. What are the benefits of Online Shopping to Customers?
2. Have you engaged yourself in online shopping? If yes, Which online shopping portal do you prefer to buy product and Why?
3. What are the disadvantages of e-retailing?

Q. 5. Answer the following:

(10)

- a) Differentiate between a Retailer and Wholesaler.

OR

- b) What is a store layout? Discuss various types of store layouts.