



SAIVA BHANU KSHATRIYA COLLEGE
(Aruppukottai Nadargal Uravinmurai Pothu Abi Viruthi Trustuku Pathiyapattathu)
ARUPPUKOTTAI
DEPARTMENT OF COMMERCE CA
QUESTION BANK

Name of the Department :	Commerce with Computer Application	UG / PG :	UG
Semester (UG - III & V; PG - III) :	UG - III	Subject Code :	CCAJS31
Name of the Subject :	Retail Marketing		

Section A (Multiple Choice Questions)

Unit I: (Introduction)

- The word retail is derived from the ---- word
(a) Latin (b) French (c) English (d) German
- Retailer is a person who sells the goods in a ----
(a) large quantities (b) small quantities (c) both a and b (d) none of these
- The main objective of the management is ----
(a) profitability (b) sales growth (c) return on investment (d) all of these
- In retailing there is a direct interaction with ----
(a) producer (b) customer (c) wholesaler (d) all of these
- Retailing creates ---
(a) time utility (b) place utility (c) ownership utility (d) all of these

Unit II: (Management of service and quality)

- What is the primary focus of the quality management system ?
(a) Customer focus (b) Engagement of people (c) process approach
(d) improvement
- What is not true for the quality system requirements?
(a) Generic (b) Depends upon size of organization (c) Independent of type
of organization (d) Applicable to any organization
- What does quality plans specify in a quality system?
(a) work instructions (b) checklists (c) clause to clause interpretation of
work (d) all resources and their schedule
- In how many groups, the quality system and management requirements are divided as per ISO
9001: 2000?
(a) 2 (b) 3 (c) 4 (d) 5
- What are the responsibilities of management in quality system management?
(a) Frequently change responsibilities of employees for flexibility (b) frequently
change authorities for flexibility (c) authority changes but fixed responsibility
(d) fix authority and responsibility

Unit III: (Retail pricing)

- Marketers set the price of a product or service in a ---- step procedure
(a) four (b) five (c) six (d) none of the above
- While setting the price, marketers
(a) select the pricing objective (b) estimated demand (c) analysis competitors
cost, offers and prices (d) all of the above
- The pricing objectives are
(a) Maximum current profit, market share and market skimming (b) survival
(c) product quality leadership (d) all of the above
- Marketers focus on ---- while maximizing market share



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- (a) Highest sales volume (b) lower unit costs (c) both a & b
(d) None of the above
- 15 Market penetration pricing strategy can be adopted when
(a) Market is highly price sensitive (b) low price stimulates market growth
(c) both a&b (d) None of the above

Unit IV: (Methods and approaches to retail marketing)

- 16 The function of management start with
(a) buying (b) planning (c) organizing (d)supervising
- 17 -----represents how a retailer is perceived by consumers and others
(a) image (b) sales (c) profit (d)none of these
- 18 The term stockholders which includes
(a) consumers (b) suppliers (c) stockholders (d)All of the above
- 19 Retailing creates-----
(a) time utility (b) place utility (c) ownership utility (d)all of these
- 20 Human resource management process consists of ----
(a) recruitment (b) selection (c) training (d)all of these

Unit V: (Consumerism)

- 21 Which one of the following days is being observed as National consumers day in India ?
(a) 24 december (b) 25 december (c) 10 december (d)31 december
- 22 ISI mark can be seen on which of the following items?
(a) Jewellery (b) Edible oil (c) Electrical appliances (d)cereals
- 23 The Consumer Protection Act or COPRA Was enacted in the year
(a) 1985 (b) 1986 (c) 1987 (d)1988
- 24 When was the right to information Act passed?
(a) in January 2002 (b) in March 2004 (c) in October 2005
(d)in July 2007
- 25 When did United Nations adopt the UN guidelines for Consumer Protection?
(a) 1985 (b) 1990 (c) 199 (d)1999

Section B (7 mark questions)

Unit I: (Introduction)

- 26 What is marketing?
27 Explain Marketin mix.
28 What are the Functions of Retailing?
29 What is retailing and retailer?
30 What is retail format?

Unit II: (Management of service and quality)

- 31 Explain services renereder by theretailers.
32 What is small size retail shops?
33 What is departmental store and advantages and limitations?
34 Explain super market
35 Explain virtual retailing

Unit III: (Retail pricing)

- 36 What is retail pricing?



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- 37 What are the factors affecting retail pricing?
- 38 What is pricing strategies and approaches?
- 39 What is retail promotion/
- 40 What is retail promotion mix?

Unit IV: (Methods and approaches to retail marketing)

- 41 Explain retail location and layout selection.
- 42 What are the factors influence choice of retail store location
- 43 Explain store design.
- 44 Explain management of retail brand.
- 45 Explain importance of retail brands.

Unit V: (Consumerism)

- 46 What is need for consumerism?
- 47 Explain rights of consumers.
- 48 Explain international retailing.
- 49 What are strategies for entering global market?
- 50 Write a note on retailing in India.

Section C (10 mark Questions)

Unit I: (Introduction)

- 51 What are the components of merchant management?
- 52 Explain the various stages in the process of retailing.

Unit II: (Management of service and quality)

- 53 Explain the merits and limitations of promotional methods.
- 54 What are the selection of buying system?

Unit III: (Retail pricing)

- 55 What are the various methods of setting price of a product?
- 56 Explain the importance of service and quality in retailing.

Unit IV: (Methods and approaches to retail marketing)

- 57 Describe the factors affecting the choice of location and design of a store.
- 58 What do you feel about the future of retailing?

Unit V: (Consumerism)

- 59 What is consumerism? State its importance?
- 60 What is retailers ethics? State its importance.