



**BBA-R 104**

**BBA I<sup>st</sup> SEMESTER EXAMINATION, 2024-25**  
**BACHELOR OF BUSINESS ADMINISTRATION-RETAIL**  
**(Basics of Retailing and Retail Store Operation)**

**(4+0)**

AFFIX PRESCRIBED  
RUBBER STAMP

Date (तिथि) : \_\_\_\_\_

**Paper ID**

(To be filled in the  
OMR Sheet)

**1871**

अनुक्रमांक (अंकों में) :

Roll No. (In Figures) :

अनुक्रमांक (शब्दों में) :

Roll No. (In Words) :

**Time : 1:30 Hrs.**

**समय : 1:30 घण्टे**

**Max. Marks : 75**

**अधिकतम अंक : 75**

**नोट : पुस्तिका में 50 प्रश्न दिये गये हैं, सभी प्रश्न करने होंगे। प्रत्येक प्रश्न 1.5 अंक का होगा।**

**Important Instructions :**

1. The candidate will write his/her Roll Number only at the places provided for, i.e. on the cover page and on the OMR answer sheet at the end and nowhere else.
2. Immediately on receipt of the question booklet, the candidate should check up the booklet and ensure that it contains all the pages and that no question is missing. If the candidate finds any discrepancy in the question booklet, he/she should report the invigilator within 10 minutes of the issue of this booklet and a fresh question booklet without any discrepancy be obtained.

**महत्वपूर्ण निर्देश :**

1. अभ्यर्थी अपने अनुक्रमांक केवल उन्हीं स्थानों पर लिखेंगे जो इसके लिए दिये गये हैं, अर्थात् प्रश्न पुस्तिका के मुख्य पृष्ठ तथा साथ दिये गये ओ०एम०आर० उत्तर पत्र पर, तथा अन्यत्र कहीं नहीं लिखेंगे।
2. प्रश्न पुस्तिका मिलते ही अभ्यर्थी को जाँच करके सुनिश्चित कर लेना चाहिए कि इस पुस्तिका में पूरे पृष्ठ हैं और कोई प्रश्न छूटा तो नहीं है। यदि कोई विसंगति है तो प्रश्न पुस्तिका मिलने के 10 मिनट के भीतर ही कक्ष परिप्रेक्षक को सूचित करना चाहिए और बिना त्रुटि की दूसरी प्रश्न पुस्तिका प्राप्त कर लेना चाहिए।

1. What is the primary goal of retail Marketing ?
  - (A) Promote products to other businesses
  - (B) Facilitate the sale of goods directly to consumer
  - (C) Manufacture goods
  - (D) Reduce supply chain costs
  
2. Which of the following is a function of retailing ?
  - (A) Manufacturing
  - (B) Providing goods and services to consumers
  - (C) Transporting raw materials
  - (D) Exporting goods
  
3. Which of the following is an example of a non-store retailing method ?
  - (A) Department stores
  - (B) Supermarket
  - (C) Online shopping
  - (D) Convenience stores
  
4. Which of the following types of retails is characterized by a wide variety of products under one roof ?
  - (A) Department store
  - (B) Specialty store
  - (C) Discount store
  - (D) Convenience store

5. Which term refers to the practice of offering customers a seamless shopping experience across multiple channels ?
- (A) Multichannel retailing
  - (B) Omni channel retailing
  - (C) Goss – channel retailing
  - (D) Single – channel retailing
6. Which of the following is considered a trend in modern retailing ?
- (A) Reduction in online shopping
  - (B) Growth of experiential retailing
  - (C) Focus on brick-and-mortar store only
  - (D) Limiting payment options
7. Which of the following is not typically a factor in the location strategy for a retail business ?
- (A) Proximity to suppliers
  - (B) Customer traffic
  - (C) Visibility
  - (D) Accessibility
8. Which retail strategy involves setting up a store s specifically designed to showcase and promote products without necessarily selling them on the spot ?
- (A) Flagship store strategy
  - (B) Pop-up store strategy
  - (C) Showrooming
  - (D) Discount retailing

9. Which of the following is an example of direct selling ?
- (A) Selling through an online market place
  - (B) Selling through a physical store
  - (C) Door-to-Door sales
  - (D) Selling through a department store
10. Which retail strategies involves lowering prices to attract customers ?
- (A) Premium pricing
  - (B) Discount pricing
  - (C) Psychological pricing
  - (D) Penetration pricing
11. Which retail strategy focuses on providing a superior customer experience rather than competing on price ?
- (A) Cost leadership strategy
  - (B) Differentiation strategy
  - (C) Focus strategy
  - (D) Price skimming strategy
12. A retailer focusing on a narrow market segment with specialized needs is following which strategy ?
- (A) Market penetration
  - (B) Differentiation
  - (C) Niche or focus strategy
  - (D) Cost leadership

13. Which pricing strategy involves setting high price initially and lowering them over time ?
- (A) Price skimming
  - (B) Penetration pricing
  - (C) Competitive pricing
  - (D) Psychological pricing
14. Which of the following is the most critical factor when choosing a retail Location ?
- (A) Proximity to suppliers
  - (B) Customer traffic
  - (C) Size of the store
  - (D) Availability of employees
15. Which of the following is not typically considered when evaluating a retail location.
- (A) Cost of rent or lease
  - (B) Proximity to competitors
  - (C) Employee commuting distance
  - (D) Available of parking
16. What type of retail location is most suitable for impulse purchases ?
- (A) Remote locations
  - (B) Central business districts
  - (C) Warehouse districts
  - (D) Online market places

17. Which of the following is an advantage of locating a retail store in a shopping mall ?
- (A) Low rent cost
  - (B) High Customer traffic
  - (C) Reduced competition
  - (D) Unlimited parking availability
18. Which of the following location types is ideal for retailers that require large storage space and low-cost leases ?
- (A) Shopping malls
  - (B) Power centers
  - (C) Industrial parks
  - (D) Central business districts
19. What is a key disadvantage of locating a retail store in a downtown area ?
- (A) High visibility and foot traffic
  - (B) Limited competition
  - (C) High rent and operational costs
  - (D) Easy accessibility for customers .
20. Which of the following is not a component of the retail communication mix ?
- (A) Advertising
  - (B) Product design
  - (C) Personal selling
  - (D) Merchandising

21. Which of the following is an example of sales promotion in the retail communication mix ?
- (A) Radio advertisement
  - (B) Buy one, get one free offers
  - (C) Store layout design
  - (D) Employee uniforms
22. Which form of communication in retail involve direct interaction between a salesperson and a customer ?
- (A) Public relations
  - (B) Personal selling
  - (C) Advertising
  - (D) Sales promotion
23. Which is the most expensive form of promotion in the retail communication mix ?
- (A) Sales promotion
  - (B) personal selling
  - (C) Advertising
  - (D) Public relations
24. Which one uses the non-personal communication to promote a product or service to a broad Audience ?
- (A) Direct marketing
  - (B) Personal selling
  - (C) Sales promotion
  - (D) Advertising

25. What does GST stand for ?
- (A) Goods and service tax
  - (B) General sales tax
  - (C) Government service tax
  - (D) Goods and supply tax
26. GST is a \_\_\_\_\_ Tax on the supply of goods and services in India .
- (A) Direct
  - (B) Indirect
  - (C) Corporate
  - (D) Income
27. How many types of GST are applied in India ?
- (A) 1
  - (B) 2
  - (C) 3
  - (D) 4
28. Which of the following GST types is collected by the central Government on interstate sales ?
- (A) C GST
  - (B) S GST
  - (C) I GST
  - (D) U TGST
29. GST has replaced multiple indirect taxes in India. Which of the following is not one of the taxes replaced by GST ?
- (A) Service tax
  - (B) VAT
  - (C) Corporate tax
  - (D) Excise duty

30. Which party provides the established brand name and business model in a franchising agreement ?
- (A) Franchisee
  - (B) Supplier
  - (C) Franchisor
  - (D) Distributor
31. Which type of franchising involves the franchisee being responsible for both managing the store and the production of goods ?
- (A) Manufacturing franchise
  - (B) Product distribution franchise
  - (C) Business format franchise
  - (D) Job franchise
32. What does outsourcing refer to ?
- (A) Hiring full time employees within the company
  - (B) Contracting business process or services to an external provider
  - (C) Selling business units to competitors
  - (D) Expanding business operations overseas
33. Which is not typically outsourced by companies
- (A) Customer service
  - (B) Payroll processing
  - (C) Core business strategy
  - (D) IT support
34. Which outsourcing refers to contracting services to a company in another country ?
- (A) Nearshoring
  - (B) Offshoring
  - (C) Insourcing
  - (D) Local outsourcing

35. What technology trend is transforming the way retailers manage inventory and streamline the shopping experience ?
- (A) Cloud computing
  - (B) Block chain
  - (C) Internet of things (IOT)
  - (D) Virtual reality
36. Which one is a key trend in retailing where retailers use data analytics to personalize the customer experience ?
- (A) Mass marketing
  - (B) Traditional marketing
  - (C) Product differentiation
  - (D) Data-driven retailing
37. What trend involves using technology like AI and chat bots to enhance customer service in retailing ?
- (A) Human-centered marketing
  - (B) Self-service kiosks
  - (C) Conversational commerce
  - (D) Mobile-only strategy
38. Which trends in retail focuses on giving customers the ability to complete their entire purchase journey on a smartphone ?
- (A) Mobile commerce
  - (B) Social commerce
  - (C) Multichannel retailing
  - (D) Direct selling

39. Which retail format is known for offering high end premium products and personalized services ?
- (A) Discount stores
  - (B) Department stores
  - (C) Luxury retail stores
  - (D) Convenience stores
40. Which modern retail format typically offers a curated collection of products and emphasizes customer experience over price ?
- (A) Discount stores
  - (B) Specialty stores
  - (C) Warehouse clubs
  - (D) Hypermarkets
41. What is the dominant form of retail in India ?
- (A) E- commerce
  - (B) Organized retail
  - (C) Unorganized retail
  - (D) Hypermarkets
42. Major issue facing Indian retailing related to real estate ?
- (A) Low demand for retail space
  - (B) High rental costs in urban areas
  - (C) Limited expansion in rural areas
  - (D) Excess supply of retail space
43. Which one is a critical challenge for e- commerce retailers in India ?
- (A) Low consumer interest
  - (B) Poor internet penetration
  - (C) Logistical and last – mile delivery challenges
  - (D) Lack of product variety

44. Which of the following is not a cultural factor affected buying decision ?
- (A) Subculture
  - (B) Social class
  - (C) Personal Income
  - (D) culture
45. Which psychological factor refers to the drive behind consumer choices ?
- (A) Perception
  - (B) Motivation
  - (C) Learning
  - (D) Attitude
46. Which situational factor can affect consumer behavior in a store ?
- (A) Cultural background
  - (B) Social class
  - (C) Physical Environment
  - (D) Personal Preferences
47. What is the primary role of a Merchandiser ?
- (A) To manage the supply chain
  - (B) To develop marketing strategies
  - (C) To plan and coordinate the purchasing and selling of Products .
  - (D) To oversee store operations
48. What aspect of merchandising in Stores determining the best product placement in stores ?
- (A) Inventory management
  - (B) Visual merchandising
  - (C) Sales forecasting
  - (D) Market analysis

49. One of the responsibilities of a merchandiser is to maintain relationships with:
- (A) Customer only
  - (B) Suppliers and vendors
  - (C) Competitors
  - (D) None of the above
50. Which of the following is a key Skill for a successful merchandiser ?
- (A) Strong artistic ability
  - (B) Excellent analytical and decision-making skills
  - (C) Technical programming skills
  - (D) Financial accounting skill

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