

Mid-West University
Examinations Management Office
Surkhet, Nepal
End-Semester Examinations-2081
Bachelor of Business Studies (BBS)
Semester - VIII

Subject: Retail Management
Full Marks: 60 Pass Marks: 30

Course Code: MKT 486
Time: 3:00 Hours

You are required to answer in your own words as far as applicable. Figures in the margins indicate full marks.

SECTION A: VERY SHORT ANSWER QUESTIONS (10 X 1 = 10 MARKS)

Answer **ALL** the questions.

1. Define fad merchandising.
2. Give any two examples of convenience stores in Nepal.
3. Write any two functions of retailing.
4. What do you understand by customer value?
5. Do you know what perceived quality means?
6. Write the function of bonded warehousing.
7. Write any four modes of E-commerce in business.
8. What do you mean by visual presentation in retailing?
9. Name the hosts involved in vertical advertising agreements.
10. Define cost oriented pricing.

SECTION B: SHORT ANSWER QUESTIONS (3 X 4 = 12 MARKS)

Answer any **THREE** questions.

11. "Direct marketing saves time, money and energy of the customer". Prove this statement logically.
12. Write the features of advertising. Do you think sales promotions have been the part of fast growing business in Nepalese market? Justify your answer. [2+6]
13. What is the role of colour and light in retailing? [4+4]
14. Describe on timing strategy in merchandising the product with suitable explain. [8]
15. Define retailing. Explain its importance. [2+6]

SECTION C: LONG ANSWER QUESTIONS (2 X 13 = 26 MARKS)

Answer any **TWO** questions.

16. What are the bases of visual merchandising? Describe its methods. [3+10]
17. "Quality is the total set of features of product or service to satisfy the customer" Do you agree to the statement? Justify your answer. [13]
18. What do you mean by retailing? Describe driving forces of retailing. [3+10]

THE END