

Mid-West University
Examinations Management Office
Surkhet, Nepal
End-Semester Examinations-2080
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. What are giant retailers?
2. Describe power center.
3. "Visual merchandising is the means of attracting customer in retailing". Briefly explain.
4. Describe frontage presentation.
5. Outline the four most important advantages of store design in retailing.
6. What is innovativeness merchandise?
7. Define the generic brand of merchandise.
8. "Knowledge gaps which effects on service quality to customer". Comment on the statement.
9. Point out any four key advantages of vending machine in competitive retailing business.
10. Briefly describe the internationalization process of retailing.

SECTION B: SHORT ANSWER QUESTIONS (3 X 8 = 24 MARKS)

Answer any THREE questions.

11. Define retail location. Explain the factors affecting the attractiveness of a site in retail business. [2+6]
12. If you are going to establish a new retail business, draft a report mentioning the major factors to be considered on the commencement of retail business. [8]
13. "Quality is a more challenging aspect in retailing business". Critically analyze this statement. [8]
14. Write short notes (Any TWO) on: [4+4]
 - a. Direct marketing
 - b. Atmospheric in retail business
 - c. Culture in retailing
 - d. Customer value pricing
15. At present you are working as a national manager of a global retail shop Walmart. How are you managing your retailing business in Nepal? What are the major issues in relation to global retail business? [4+4]

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

Answer any TWO questions.

16. Write the concept of retail management. Explain the driving forces for retailing and functions of retail management in the context of dynamic situation in marketing forces. [3+5]
17. If you are an owner of a big national retailing shop like Bhatbhateni Supermarket, Nepal. In this concern what types of challenges have you faced in the passage of your retailing business and how have you tackled these challenges? Have you realized that retailing business will be far better than the present situation? [5+5+3]
18. Write the concept of merchandise planning. Describe its components. Also describe the role of information technology on supply chain management. [3+5+5]

THE END