Avinashilingam Institute for Home Science and Higher Education for Women
Deemed to be University Estd. u/s 3 of UGC Act 1956, Category 'A' by MHRD (now MoE)
Re-accredited with 'A++' Grade by NAAC. CGPA 3.65/4, Category I by UGC
Coimbatore - 641 043, Tamil Nadu, India

Continuous Internal Assessment Test II – Mar2025
SEMESTER VI

Class: III UG **Time: 2 Hrs**
Major: BBA (RM) **Max. Marks: 60**

21BREC27-Retail Eco- System and Strategy

Course Outcome:

CO1: Analyse the impact of environmental changes in the retail ecosystem for the strategic decision industry
CO2: Identify the drivers of the retail ecosystem and leverage on competitiveness
CO3: Systematically apply strategic planning process for situational analysis, Strategic selections and implementation
CO4: Apply methods and techniques to design a strategic marketing mix
CO5: Able to design marketing strategies to provide a future shopping experience.

Part- A

Choose the correct the answer **(6X1=6)**

1. A large building complex with a conglomeration of shops is known as CO3:K1
   a. Mall b. Hyper Market
   c. Supermarket d. Co-operative Store
2. A strategy which takes the buyer towards the products CO3:K1
   a.advertisement b. sales promotion c.public relation d.none of these
3. Which statement should be created first and foremost? CO4:K1
   a. Strategic b. Vision c. Objectives. d. Mission.
4. A positioning strategy should include the following strategies except. CO4:K1
   a. Product strategy b. Personnel strategy
   c. Promotion strategy d. Advertising and sales promotion strategy.
5. Atmosphere in retailing refers to CO5:K1
   a.the weather outside a store b. The ambience, music, color scent in a store
   c.assortment of products in the store d. display of items in a store
6. The number of product lines a company carries is called CO5:K1
   a. Product Mix b. Product Mix depth.
   c. Product Mix width d. Product Mix length

Part B

Answer ALL questions **(3 x 6 = 18)**

7. (a) Discuss the challenges in retailing in India. CO3:K2
   (Or)
   (b) Enumerate the importance of Retail Market Mix. CO3:K3

8. (a) Explain the Types of Assortment Strategies in Retail strategy mix. CO4:K2
   (Or)
   (b) What are the Objectives of good store design. CO4:K2

9. (a) Why Retail Audits are Important? CO5:K3
   (Or)
   (b) Explain the factors affecting the operating a retail business. CO5:K3

Part C

Answer ALL questions **(3 x 12 = 36)**

10. (a) Show reasons for survival of retailing in this highly competitive market in India CO3:K3
    (Or)
    (b) Explain in detail the requirements of a successful marketing strategy. CO3:K3

11. (a) 'Push and Pull strategies are promotional strategies used to get products into the target market.'-Explain CO4:K4
    (Or)
    (b) What are the different types of pricing in retailing in India? CO4:K4

12. (a) State the possible difficulties in conducting a retail Audit. CO5:K3
    (Or)
    (b) Explain in detail about types of retail audit. CO5:K4