



**Avinashilingam Institute for Home Science and Higher Education for Women (Deemed to be University under Category 'A' by MHRD, Estd. u/s 3 of UGC Act 1956) Re-accredited with 'A++' Grade by NAAC. Recognised by UGC under Section 12 B Coimbatore-641 043, Tamil Nadu, India**

**Continuous Internal Assessment Test I – Feb 2025  
SEMESTER VI**

**Class: III UG  
Major: BBA (RM)**

**Time: 2 Hrs  
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**

- |   |                       |
|---|-----------------------|
| 1. The word retail is derived from                      | (6X1=6)               |
| a. latin .  | CO1:K1                |
| b. French   |                       |
| c. German   |                       |
| d. English  |                       |
| 2. The fastest growing segment of retailing is          | CO1:K1                |
| a. nonstore retailing.                                  | b. warehouse stores   |
| C. hypermarkets   | d. Category killers   |
| 3. The next step after recruiting the retail personnel. | CO2:K1                |
| a. Supervision  | b. Compensation       |
| c. Training.  | d. Selection.         |
| 4. Strategic Planning Process is .                      | CO2:K1                |
| a. Short term   | b. One time           |
| c. Continuous   | d. none of these.     |
| 5. The retailers to face the crisis situations          | CO3:K1                |
| a. Risk management                                      | b. Crisis management. |
| c. Inventory management                                 | d. all of the above   |
| 6. Another name of strategic planning is                | CO3:K1                |
| a. Short term Planning                                  | b. Long term Planning |
| c. tactical business policy                             | d. business myopia.   |

**Part B**

**Answer ALL questions**

- |  |              |
|--|--------------|
| 7. (a) Examine the role of retail in the growth of Indian Economy.<br>(Or) | (3 x 6 = 18) |
| (b) Write the steps of Retail strategic planning process.                  | CO1:K2       |
| 8. (a) Explain the characteristics of modern retail eco system .<br>(Or)   | CO1:K3       |
| (b) Difference between store retailing and non- store retailing.           | CO2:K2       |
| 9. (a) Point out the Short- term actionable strategic planning.<br>(Or)    | CO2:K2       |
| (b) Explain the factors affecting the operating a retail business          | CO3:K3       |
|  | CO3:K3       |

**Part C**

**Answer ALL questions**

- |   |               |
|---|---------------|
| 10. (a) Explain the various factors influencing retail business in India.<br>(Or) | (3 x 12 = 36) |
| (b) Write down the process of Retail strategic planning process?.                 | CO1:K3        |
| 11. (a) Enumerate the emerging challenges in retail business.<br>(Or)             | CO1:K3        |
| (b) Explain the trends in retailing..   | CO2:K4        |
| 12. (a) How to design the retail strategy in planning process<br>(Or)             | CO2:K4        |
| (b) Characterize the Situational analysis in retailing.                           | CO3:K3        |
|   | CO3:K4        |