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| **Description: col LOGO outline**  Register Number:  DATE:12-12-2022 ( 9 am)  **ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE-27** | | | |
| **BBA/BBASF - V SEMESTER** | | | |
| **SEMESTER EXAMINATION: OCTOBER 2022**  **( Examination conducted in December 2022 )**  **BBADEM5519: Retail Management**  **This paper contains \_\_\_2\_\_\_ printed pages and FOUR parts** | | | |
| **Time- 2 ½ hr** |  | **Max Marks-70** |  |
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**PART A**

1. **Answer any five of the following. ( 5x2 =10 Marks )**
2. What do you mean by Retailing?
3. State four stages of retail life cycle.
4. What is category management?
5. State the four component of retail marketing mix.
6. What is bar coding?
7. State any four methods of retail promotion.

**PART B**

1. **Answer any Three of the following: ( 3x5 =15 Marks)**
2. Discuss the functions of a Retailer.
3. Explain the types of retail store layout.
4. Explain the social and Ethical issues in retailing.
5. Explain any five factors influencing retail pricing.

**PART C**

1. **Answer any Two of the following: (2x15 =30Marks )**
2. Explain different types of Retailers with suitable examples.
3. Discuss in detail the retail marketing mix with an example.
4. Explain the recent trends in retailing. Discuss any five advantages of retail technology.

**PART D**

**14. Answer the following (1x15 =15 Marks )**

**Building customer relationships through personal selling the Titan Way -**

Personal selling is a matter of creating one-on-one relationships with the customer by the retail store's sales personnel. Building relationship with customers through personal selling ensures that customers come back to one's retail store in future. A few simple practices would invariably go a long way in making a customer feel important and happy for buying from one's retail store.

While the customer is browsing in the retail store the sales person should open up the conversation by offering to help the customer. Such personal conversation with the customer can make him/her feel important and the customer would want to return to the store to buy more. In many successful retail stores, the sales associates unfailingly recognize their regular customers by name.

In the Titan showrooms in India, as part of the personal selling efforts the sales associates always adhere to the following steps:

* ﻿﻿They ask the customer whether he/she would like the watch he/she is wearing (may not be Titan), to be cleaned or buffed. This gesture is greatly appreciated by the customer and this goes a long way to establish a personal rapport with the customer.
* ﻿﻿While selling the watch, the sales associates mention some technical details about the watch.  
  Customers appreciate the information that they receive regarding the purchase.
* The sales associates always appreciate a customer's cholce. They ask customers for constructive suggestions and this gives the customers a feeling that their opinions and suggestions are important.
* While handing over the purchased watch to the customer, the sales associates always thank customers for visiting and buying from the Titan showroom.
* The sales personnel ask customers visiting the showroom to leave their visiting cards and use those for adding to the database of customers. To ensure that they have an exhaustive data base they also organize a lucky draw from the visiting cards collected from time to time and give away prizes.

In Titan, personal selling does not end with the conclusion of each sales transaction with the cus-tomer. Since the store has the database of customers with details such as their names, addresses and telephone number, the sales associates utilize the database to make follow up phone calls inquiring about their purchased watch, especially high value products. Customers are said to appreciate such follow up actions from the store personnel, which often result in repeat customer visits to the store.

The store personnel even use the database to wish the regular customers on occasions like birthdays and wedding anniversaries.

**Questions :**

* 1. ﻿﻿﻿Why is personal selling important to a retail store? ( 5 Marks )
  2. ﻿﻿﻿How can a store build relationships with customers? ( 5 Marks )
  3. ﻿﻿﻿What are the steps followed in a Titan store to build personal relationships with customers? ( 5 Marks )