Roll No.												

PRESIDENCY UNIVERSITY

BENGALURU

Mid - Term Examinations – October 2025

Date: 08-10-2025 **Time:** 02.00pm to 03.30pm

School: SOM-UG/SOC	**Program:** Bachelor of Business Administration	
Course Code: BMK3002	**Course Name:** Retail Management	
Semester: V	**Max Marks**:50	**Weightage**:25%

CO - Levels	**CO1**	**CO2**	**CO3**	**CO4**	**CO5**
Marks	**26**	**24**	**-**	**-**	**-**

Instructions:

(i) Read all questions carefully and answer accordingly.

(ii) Do not write anything on the question paper other than roll number.

Part A

Answer ALL the Questions. Each question carries 2 marks. **5Q x 2M=10M**

1	Give the meaning of Catalog Marketing.	**2 Marks**	**L1**	**CO1**
2	Describe the term Vertical marketing system.	**2 Marks**	**L2**	**CO2**
3	Differentiate between Hyper-market and Super-market.	**2 Marks**	**L1**	**CO1**
4	Define 'RETAILING '.	**2 Marks**	**L1**	**CO1**
5	What do mean by Retail strategy mix?	**2 Marks**	**L2**	**CO2**

Part B

Answer ALL the Questions. Each question carries 10 marks. **4Q x 10M=40M**

6.	Trace the evolution of Indian Retail scape.	**10 Marks**	**L1**	**CO1**
	Or			
7.	Discuss the types of retail locations and evaluate their advantages and disadvantages.	**10 Marks**	**L1**	**CO1**

8.	Compare and contrast independent retailers, chain stores, and franchises in terms of advantages and limitations.	**10 Marks**	**L1**	**CO1**
	Or			
9.	How does non-store retailing differ from traditional store retailing in terms of customer experience and logistics?	**10 Marks**	**L1**	**CO1**

10.	"Developing a suitable retail mix is the heart of the Strategic Retail Planning Process." — Discuss.	**10 Marks**	**L2**	**CO2**
	Or			
11.	Explain the working principle of the Huff Gravity Model with its formula. Discuss two major applications of the model in retail location strategy and consumer behavior analysis.	**10 Marks**	**L2**	**CO2**

12.	What factors influence retail location decisions? Illustrate with examples of successful and unsuccessful location choices.	**10 Marks**	**L2**	**CO2**
	Or			
13.	A new supermarket chain is planning to enter a metropolitan city. How should it use trading area analysis and computerized models to select the best location?	**10 Marks**	**L2**	**CO2**