

Eastern University, Sri Lanka
Final Year First Semester Examination in Bachelor of Commerce
2016/2017 (January 2019)
(Proper/ Repeat)

DED 4043 Retail and Wholesale Marketing

No. of questions: 05

No. of pages: 06

Time: 3.00 hours

Answer all questions

(I). Write the appropriate answer in the script from the following multiple choice questions.

- i. All of the businesses and people involved in the physical movement and transfer of ownership of goods and services from producer to consumer constitute _____.
 - a. a channel of distribution
 - b. wholesaling
 - c. retail management
 - d. the sorting process
- ii. A retailer's selling to consumers via store, catalog, and the Web illustrates _____.
 - a. selective distribution
 - b. impulse purchasing
 - c. intensive distribution
 - d. multi-channel retailing
- iii. A retailer does generally not stock a broad selection of brands in which form of distribution?
 - a. exclusive distribution
 - b. intensive distribution
 - c. selective distribution
 - d. operational distribution
- iv. Which of these is not a characteristic that distinguishes retailing from other types of business?
 - a. Store location is more important for retailers than for wholesalers.
 - b. The average size of a sales transaction for retailers is less than for manufacturers.
 - c. Retail sales are more cyclical than organizational sales.
 - d. While final consumers make many impulse purchases, organizational consumers are more systematic in their purchasing activity.

- v. Suggestion selling, point-of-purchase displays, and attractive store layouts are retailers to _____.
- a. reduce selling costs
 - b. increase customer service
 - c. increase impulse sales
 - d. reduce channel conflict
- vi. Which of the following is not an element in the retailing concept?
- a. customer orientation
 - b. high levels of customer service
 - c. coordinated effort
 - d. value driven
- vii. A strategic approach to the study of retailing stresses _____.
- a. lowering retail costs
 - b. the types of retailing and their development
 - c. planning for and adapting to a complex, changing environment
 - d. merger, acquisition, and downsizing opportunities
- viii. The identifiable, but sometimes intangible, activities undertaken by a retailer in conjunction with the basic goods and services it sells comprise the retailer's _____.
- a. level of commitment to the retail concept
 - b. peripheral services
 - c. customer satisfaction level
 - d. customer service
- ix. Which statement concerning customer service is correct?
- a. Customer service only concerns a retailer's intangible activities.
 - b. Different people almost always judge a retailer's customer service in a similar manner.
 - c. People's assessment of customer service depends on perceptions, not necessarily reality.
 - d. Customer service only concerns a retailer's tangible activities.
- x. The potential for channel conflict (due to the high power of a retailer relative to a manufacturer) is greatest in which form of distribution?
- a. dual distribution
 - b. selective distribution
 - c. exclusive distribution
 - d. intensive distribution

- (I). Explain meaning of **“wholesaling.”** And how it differs from retailing?
(05 Marks)
- (II). Briefly describe the major functions that are executed by the wholesaling in a business.
(05 Marks)
- (III). Retailers may sometimes be faced with crisis situations that need to be managed as smoothly as feasible. Discuss the precautionary steps that are needed for coping with crisis situations in a retail business?
(05 Marks)

(Total: 15 Marks)