

Eastern University, Sri Lanka

Faculty of Commerce and Management

Final Year First and Second Semester Examination in Bachelor of Commerce

2013/2014 (March/April 2017)

(Special Repeat)

DED 4043 Retail and Wholesale Marketing

No. of questions: 05

No. of pages: 02

Time: 3.00 hours

Answer all questions

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01. (I). Retailing and wholesaling business significantly contribute for the economic development of a country.
- a) Explain meaning of retailing and wholesaling.
- b) Discuss the role of retailing for the economic development of country
- (06 Marks)**
- (II). Explain special features of wholesaling.
- (05 Marks)**
- (III). Explain the retailing concept. Apply it to your canteen of your university.
- (05 Marks)**
- (IV). Explain what is relationship retailing? How relationship retailing is helpful for a retailer.
- (04 Marks)**
- (Total: 20 Marks)**
02. (I). Discuss the advantages of learning retail evolution theory to success of their retail firm?
- (05 Marks)**
- (II). Classify retail institutions by store based strategy and non-store based strategy.
- (05 Marks)**
- (III). What are the pros and cons of starting a new hair salon versus buying an existing one?
- (05 Marks)**
- (IV). Why is it necessary to develop a thorough, well-integrated retail strategy? What could happen if a firm does not develop such a strategy?
- (05 Marks)**
- (Total: 20 Marks)**

03. (I). Briefly explain the factors which help in identifying and understanding consumer (05 Marks)
- (II). Explain with example how the consumer decision process would operate for a purchasing activity. (05 Marks)
- (III). Describe different type of value oriented retail strategy that can be used by a retailer. Explain with example. (05 Marks)
- (IV). What are the unique aspects of service retailing? Give an example of each. (05 Marks)
- (Total: 20 Marks)
04. (I). State different type of trading area based on its size and shape (05 Marks)
- (II). Discuss the role of wholesaler in business. (05 Marks)
- (III). Explain the precautionary steps that could be taken when a crisis situation in retail business? (05 Marks)
- (IV). What are usage of operation blue print for a retailer? (05 Marks)
- (Total: 20 Marks)
05. (I). Why store location is considered as a significant factor for a retail business? (05 Marks)
- (II). Describe different type of impulse purchase with examples. (05 Marks)
- (III). Why are employee needs important in developing a retail organization? (05 Marks)
- (IV). Are the steps in setting up a retail organization the same for small and large retailers? Explain your answer. (05 Marks)
- (Total: 20 Marks)