

29. APR. 2015

Eastern University, Sri Lanka
Final Year First Semester Examination in Bachelor of Commerce
2012/2013 (March/ April 2015)
(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). What is retailing concept and show how retailing concept is the foundation of a successful business, with an emphasis on the total retailing experience, customer service, and relationship retailing.

(07 Marks)
- (ii). What are the theories commonly recognized as the primary retail evolution? and how learning retail evolution theory is advantage for them, explains with example?

(07 Marks)
- (iii). Why would one retailer seek to be part of an exclusive distribution channel while another seeks to be part of an intensive distribution channel?

(06 Marks)

(Total: 20 Marks)
02. (i). Explain how retailing business contribute for economic development of a country?

(05 Marks)
- (ii). Explain meaning of retailing and its unique characteristics?

(05 Marks)
- (iii). Explain different type of wholesale market and wholesalers.

(05 Marks)
- (iv). Describe the documents used in domestic trading activities.

(05 Marks)

(Total: 20 Marks)
03. (i). Classify retail institutions by store based strategy and non-store based strategy.

(05 Marks)

- (ii). Explain the importance of strategic planning. **(05 Marks)**
- (iii). Devise overall strategy for a retail business. **(05 Marks)**
- (iv). Discuss the individual controllable and uncontrollable elements of retail strategy
(05 Marks)
- (Total: 20 Marks)**
04. (i). Briefly describe on the factors which help in identifying and understanding consumers. **(05 Marks)**
- (ii). Discuss a consumer decision process that would take when purchasing of shoe by a consumer.
(05 Marks)
- (iii). Explain different type of decision made by consumer regarding decision making process taken by a consumer.
(05 Marks)
- (iv). Describe different type of value oriented retail strategy that would propose to enhance value in a hotel. Explain with example. **(05 Marks)**
- (Total: 20 Marks)**
05. (i). What are the preliminary budgeting decisions need to be taken by retailers. **(05 Marks)**
- (ii). Discuss the importance of choosing a store location as success factor for a retail business? **(05 Marks)**
- (iii). 'Successful management should cope with uncertainties in retail management. As a retailer, what are the precautionary steps that you would suggest for coping with crisis situations in a retail business?' **(05 Marks)**
- (iv). Briefly explain the process of setting up a retail firm with examples. **(05 Marks)**
- (Total: 20 Marks)**