

GOVERNMENT COLLEGE (AUTONOMOUS)

RAJAMAHENDRAVARAM

(Re-Accredited by NAAC with “A⁺” Grade)

(W.e.f. 2023-24 Admitted Batch)

I Year BBA-RO - Semester – II

Retail Business Environment

UNIT:I

Essays

- 1.Explain components of Macro Environment
- 2.Discuss components of Micro Environment
- 3.Explain Process of Business Environment Analysis
- 4.Discuss Techniques of Business environment analysis

Shorts

- 1.SWOT
- 2.PESTLE
- 3.QUEST
- 4.Business Environment

Very Shorts

1. Internal Environment
2. Economic Environment

3. Technological changes

4. Suppliers

5. Intermediators

6. Customers

MCOS

1.The term means the totality of all individuals, institutions and other forces that are outside a business.

- A) Internal environment
- B) Social environment
- C) Business environment
- D) None of the above

2.Which of the following is the feature of business environment?

- A) It is a relative concept since it differs from country to country and even region to region.
- B) It enables the firm to identify opportunities and getting the first mover advantage.
- C) It helps in tapping useful resources.
- D) All of the above

3. The trend of Yoga as a result of COVID-19 relates to environment of business.

- A) Social
- B) Political
- C) Technological
- D) Legal

4.Investors, customers, competitors and suppliers come under forces.

- A) General

- B) Specific
- C) General and Specific
- D) None of the above

5. Specific attitudes that elected government representatives hold towards business is called environment.

- A) Legal
- B) Social
- C) Technological
- D) Political

6. Which of the following best indicates the importance of business environment?

- A) Identification
- B) Improvement in performance
- C) Coping with rapid changes
- D) All of the above

UNIT-II

Essays

1. Explain Evolution of Retail in India
2. Discuss the Factors leading Growth of Retailing in India
3. Define FDI and Explain its impact on Retailing in India
4. Discuss Differences between Organized and Unorganized retailing

Shorts

1. International Retailing
2. International retailers
3. Unorganized retailing
4. Organized Retailing

Very Shorts

1. Retailing
2. FDI
3. Pop Up stores
4. Factory Outlets
5. Foreign Retailers
6. Online Retailers

MCQS

1. The word Retail is derived from the—— word.

- A. Latin.
- B. French.
- C. English.
- D. German.

2. Retailer is a person who sells the goods in a——.

- A. large quantities.
- B. small quantities.
- C. both a & b.
- D. none of these.

3. In retailing there is a direct interaction with——

- A. producer.
- B. customer.
- C. wholesaler.
- D. all of these.

4. Retailing creates——.

- A. time utility.
- B. place utility.
- C. ownership utility.
- D. all of these.

5. The term stakeholders which includes——.

- A. stock holders.
- B. consumers.
- C. suppliers.
- D. all the above.

6. —— is a key task for both large & small retailers

- A. Risk management.
- B. Crisis management.
- C. Inventory management
- D. All of these.

UNIT-III

Essays

- 1.Explain different types of Brick and mortar stores
- 2.Discuss Importance and types of E-Retailing

3. Write about Direct sales in Retailing

4. Discuss differences between B2B and B2C business models

Shorts

1. FMCG Stores

2. B2B Retailing

3. B2C Retailing

4. E- Retailing

Very Shorts

1. Convenience Stores

2. Departmental Stores

3. Distributors

4. B2B

5. B2C

6. Speciality Stores

MCQS

1. Which dimension of e-commerce enables commerce beyond the boundaries of the country?

A. Richness

B. Interactivity

C. Global Reach

D. Ubiquity

2. ____ is not a major type of electronic commerce.

A. Consumer to Business

B. Business to Consumer

C. Business to Business

D. Consumer to Consumer

3. Which e-commerce transaction provides the benefits of eliminating the requirement of a middleman?

A. Business to Business

B. Business to Government

C. Consumer to Business

D. Business to Consumer

4. Which of the following is/are considered examples of the Consumer to consumer (C2C) model?

A. Amazon.com

B. e-bay

C. Rentalic.com

D. All of the above

5. Which of the following is an early form of e-commerce?

A. EDI

B. SCM

C. Both of these

D. None of the above

6. ____ is an example of an Internet portal.

A. Yahoo

B. e-bay

C. Amazon

D. Facebook

UNIT-IV

Essays

1.Explain concepts of Marketing

2.Discuss marketing Mix

3.Define Marketing and Explain Importance of Marketing

4. Selling Vs Marketing

Shorts

1.Social Marketing Concept

2. Production Concept

3. Selling Concept

4. 4 P's of Marketing

Very Shorts

1. Product
2. Sales
3. Marketing
4. Local Market
5. National Market
6. International Market

MCOS

1. _____ is the father of Modern Marketing.
 - A. Abraham Maslow
 - B. Lester Wunderman
 - C. Peter Drucker
 - D. Philip Kotler
2. **Marketing is a process which aims at _____**
 - A. Production
 - B. Profit-making.
 - C . The satisfaction of customer needs
 - D. Selling products
3. **Want for a specific product backed by an ability to pay is called _____**
 - A. Demand
 - B. Need
 - C. Want
 - D. Customer
4. _____ are the form of human needs take as shaped by culture & individual personality.

- A. Wants
- B. Demands
- C. Needs
- D. Social Needs

5. _____ is not a type of Marketing Concept.

- A. The production concept
- B. The selling concept
- C. The societal marketing concept
- D. The Supplier Concept

6. Which of the following refers to marketing channel?

- A. Integrated Marketing Communication
- B. Distribution
- C. Marketing Myopia
- D. Retailing

UNIT-V

Essays

1. Explain basis for Segmentation
2. Discuss various determinants of consumer behaviour
3. Explain Functions of Marketing in retail
4. How to build sustainable Advantage

Shorts

- 1.Targeting
- 2.Growth and Opportunities
3. Positioning
4. Economic Determinants

Very Shorts

1. Consumer
2. Retail Organization
3. Demand Creation
4. Market Information
5. Advertising
6. Transportation

MCQS

1.In effective target market, marketers should focus on:

- A. Market segmentation
- B. Market Targeting
- C. Market positioning
- D. All of the above

2. Crack, an famous ointment from Paras Pharmaceuticals is an example of _____

- A. Mass marketing
- B. Local marketing
- C. Niche marketing
- D. None of the above

3. When a company identifies the parts of the market it can serve best and most profitably, it is

practicing _____.

- A) Concentrated marketing
- B) Mass marketing
- C) Market targeting
- D) Segmenting
- E) Differentiation

4.. Marketing segmentation is useful for _____

- A. Prospects Identification
- B. To know the customer's tastes and preferences
- C. To target current clients
- D. All of the above

5. Which one of the following is a key to build lasting relationships with consumers?

- A. Price of the product
- B. Need recognition
- C. Customer satisfaction
- D. Quality of product

6. Transporting and storing goods is part of which of the following marketing channel functions?

- A. Inventory Channel
- B. Direct Marketing Channel
- C. Physical Distribution Channel
- D. Warehousing Channel

7. _____ are products bought by individuals and organizations for further processing or for use in conducting a business.

- A. Consumer products
- B. Speciality products

- C. Industrial products
- D. Personal Products