**TU/ CODL**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (AUTUMN), 2017**

**DRM 103: INTRODUCTION TO RETAIL**

**Time: 3 Hours Total Marks: 70**

*The figures in the right-hand margin indicate marks*

*for the individual questions.*

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1. Answer the following questions. **1x5=5**

1. Give two examples of major retailers in India.
2. What is the full form of PDS?
3. Give two examples of media of advertisement.
4. What is GST?
5. What is sales promotional measure?

1. Answer the following questions. **2x5=10**
2. Point out any two differences between organised retailing and un-organised retailing.
3. Define rural retailing.
4. What is retail chain?
5. What is reference group?
6. Distinguish between Mandi and Mela.

1. Answer ***Any five*** **5 x 5 = 25**
2. What are the common challenges faced by the organised retailers?
3. Point out the five basic characteristics of Indian retail sector.
4. What are the stages of the consumer buying behaviour?
5. Describe the psychological factors that influence retail buyers.
6. What is the impact of legal environment in retail?
7. What are the functions of RFID?
8. Define Retail Accordian theory.

**P. T. O.**

1. Answer ***Any Three*** **10 x 3 = 30**

(a) Who are the major Indian Retailers? What are the impacts of foreign direct investment in Indian retail sector?

(b) Explain the three phases as mentioned in the wheel of retailing theory with suitable example.

(c) Explain briefly how can retail industry help in socio-economic development in India.

(d) Explain the different types of buying behaviour.

(e) Describe what you mean by post purchase behaviour of a consumer while buying any product.

(f) Retail sector is the second largest employment opportunity provider in India after agriculture – Explain.

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