

N-2115**COURSE CODE****205341**

ONLINE PROGRAMME EXAMINATIONS
M.COM. DEGREE EXAMINATION, MAY 2026
Second Year - Fourth Semester
COMMERCE
MANAGEMENT ACCOUNTING
(CBCS - 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

PART - A

(33 X 1 = 33)

Answer **all** the questions.

1. What is the main function of management accounting?
(a) Decision making (b) Planning
(c) Direction (d) Provision of information to management
2. Which of the following options is not characteristic of management accounting?
(a) Future-oriented (b) Accounting information
(c) Compulsory accounting (d) Management oriented
3. Who stated the definition of management accounting as "Management Accounting is concerned with accounting information which is useful to management"?
(a) Robert Anthony (b) Michael Porter
(c) J. Batty (d) James H Bliss
4. Management accounting is used as
(a) Compulsory (b) Optional
(c) Mandatory (d) Any of the above
5. The management is provided with invaluable services by management accounting through?
(a) Controlling functions (b) Financial data evaluation
(c) All managerial functions (d) None of the above

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6. Which of the following statements are true according to management accounting?
(a) Management accounting is compulsory (b) Is objective in nature?
(c) It is mainly focused on future (d) Management accounting and cost-accounting are similar.
7. Which of the following is not a management accounting tool?
(a) Cash flow statement (b) Fund flow statement
(c) Ratio analysis (d) Process costing
8. The accounting data are analysed and evaluated with the help of
- (a) Tools and techniques (b) Auditory
(c) Statutory forms (d) None of the above
9. Management accounting deals with managing
- (a) Decision making (b) Raising finance
(c) Tax returns (d) Final accounts preparation
10. What are the decisions that are made for a long term period called?
(a) Working capital decision (b) Future decisions
(c) Capital budgeting decisions (d) Profit volume analysis.

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11. What is the basic function of management accounting?
(a) To serve public (b) To manage the performance of the financial function
(c) To serve government (d) All of the above
12. Which type of information can be recorded in management accounting?
(a) Quantitative (b) Qualitative
(c) Both (a) and (b) (d) All of the above
13. The purpose of management accounting is to
(a) Help banks make decisions (b) Past orientation
(c) Help investors make decision (d) Help managers make decisions
14. The correct order of process of establishing the standards, is
(a) Decision about types of standards to be used, Study of technical details, Study of existing costing system (b) Study of existing costing details, Decision about types of standards to be used
(c) Study of technical details, Study of existing costing system, Decision about types of standards to be used (d) None of the above
15. Which of the following are tools of management accounting?
A. Standard costing B. Decision accounting C. Human Resources Accounting D. Budgetary control
(a) A, C and D (b) A, B and D
(c) A, B, C, D (d) A, B and C

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16. An accounting approach, in which the expected benefits exceed the expected cost is classified as
- (a)cost-benefit approach
 - (b)benefit approach
 - (c)cost approach
 - (d)accounting approach
17. Decisions regarding usage of material, kind and changes in plant processing are a part of
- (a)help management
 - (b)future management
 - (c)cost management
 - (d)past management
18. In management accounting, an emphasis and focus must be
- (a)past oriented
 - (b)future oriented
 - (c)bank oriented
 - (d)communication oriented
19. The ratios which reflect managerial efficiency in handling the assets is
- (a)turnover ratios
 - (b)profitability ratios
 - (c)short term solvency ratio
 - (d)long term solvency ratio.
20. The ratios which reveal the final result of the managerial policies and performance is
- (a)turnover ratios
 - (b)profitability ratios
 - (c)short term solvency ratio
 - (d)long term solvency ratio.

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21. Stock turnover ratio is a
- (a) activity ratio
 - (b) profitability ratio.
 - (c) short term solvency ratio
 - (d) long term solvency ratio.
22. The ratio which measures the profit in relation to capital employed is known as
- (a) return on investment
 - (b) gross profit ratio.
 - (c) operating ratio.
 - (d) Operating profit ratio
23. Prepaid expenses is an example of
- (a) fixed assets
 - (b) current assets
 - (c) fictitious assets.
 - (d) current liabilities
24. Which ratio is calculated to ascertain the efficiency of inventory management?
- (a) Stock velocity ratio
 - (b) Debtors velocity ratio.
 - (c) Creditors velocity ratio.
 - (d) Working capital turnover ratio.
25. P/V ratio means
- (a) Contribution/Sales
 - (b) Sales/Contribution
 - (c) Fixed cost/Sales
 - (d) Cost of goods sold/contribution

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26. Which ratio measures the number of times the receivables are rotated in a year in terms of sales?
- (a) Stock turnover ratio
(b) Debtors turnover ratio
(c) Creditors velocity ratio.
(d) Working capital turnover ratio
27. The ratio which indicates the number of times the payables are rotated in a year is
- (a) stock turnover ratio.
(b) stock turnover ratio
(c) creditors velocity ratio
(d) working capital turnover ratio.
28. Current assets - current liabilities
- (a) fixed capital.
(b) working capital
(c) opening capital
(d) closing capital.
29. The ratio of current assets to current liabilities is called
- (a) liquid ratio.
(b) acid test ratio.
(c) current ratio
(d) cash position ratio.
30. Standard current ratio is
- (a) 1:1.
(b) 2:1
(c) 3:1.
(d) 4:1.

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31. Current assets - (stock + prepaid expenses) =
 (a)current assets. (b)fixed assets.
 (c)liquid assets (d)fictitious assets.
32. An ideal debt-equity ratio is
 (a)1 (b)2
 (c)3 (d)4
33. Capital gearing ratio is also known as
 (a)leverage ratio (b)fixed assets turnover ratio.
 (c)proprietary ratio. (d)debt-equity ratio.

PART - B

(7 X 6 = 42)

Answer **all** questions choosing either (a) or (b).

34. (a) Difference between management accounting and financial accounting.

[OR]

- (b) Explain Tools of management accounting ?

35. (a) Explain the financial statement analysis ?

[OR]

- (b) ABC Limited has provided the following information about its two accounting periods, i.e., 2016 and 2017.

Prepare a Comparative Income Statement and interpret the basic findings.

Particulars	2016 (Amount in USD)	2017 (Amount in USD)
Net Sales	200000	250000
Cost of Goods Sold	150000	180000
Selling, General and Administrative Expenses	25000	30000
Other Income	12000	18000
Taxes	8000	16000
Interest	17000	18000

36. (a) What are the significance of Ratio analysis ?

[OR]

- (b) Georgia Inc. gives you the following information. From the above information, you are required to calculate the Inventory Turnover Ratio and Asset Turnover Ratio.

Cost of Goods Sold: 50000

Average Inventory: 5000

Sales: 100000

Average Total Assets: 20000

37. (a) From the following information, calculate current ratio.

Trade receivables (debtors)	1,00,000	Bills payable	20,000
Prepaid Expenses	10,000	Sundry Creditors	40,000
Cash and cash equivalents	30,000	Debentures	2,00,000
Short term investments	20,000	Inventories	40,000
Machinery	7,000	Expenses Payable	40,000

[OR]

- (b) Explain Fund flow analysis ?

38. (a) From the summarized cash book of Zenith Ltd. shown below, calculate net cash flow from operating activities.
From the summarized cash book of Zenith Ltd. shown below, calculate net cash flow from operating activities.

Zenith Ltd. Summarized Cash Book			
Particulars	\$	Particulars	\$
To Balance B/D	150,000	By Repayment of Bank Loan	450,000
To Sale of Machinery	1,350,000	By Purchase of Machinery	1,200,000
To Receipts From Debtors	9,000,000	By Payment to Creditors	7,800,000
To Issue of Shares	3,000,000	By Dividends	300,000
		By Wages and Salaries	600,000
		By Rent, Rates, and Tax	300,000
		By Income Tax	150,000
		By Balance C/D	2,700,000
Total	13,500,000	Total	13,500,000

[OR]

- (b) Explain the types of budget ?

39. (a) Write about performance Budgeting ?

[OR]

- (b) From the following data, you are required to calculate:

(a) P/V ratio

(b) Break-even sales with the help of P/V ratio.

(c) Sales required to earn a profit of Rs. 4,50,000

Fixed Expenses = Rs. 90,000

Variable Cost per unit:

Direct Material = Rs. 5

Direct Labour = Rs. 2

Direct Overheads = 100% of Direct Labour

Selling Price per unit = Rs. 12.

40. (a) What are the level of activity planning ?

[OR]

- (b) Explain the limitations of Marginal costing ?

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COURSE CODE

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ONLINE PROGRAMME EXAMINATIONS
M.COM. DEGREE EXAMINATION, MAY 2026
Second Year - Fourth Semester
COMMERCE
PRINCIPLES AND PRACTICE OF SERVICES MARKETING
(CBCS - 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

(33 X 1 = 33)

PART - A

Answer **all** the questions.

1. Which element of the promotion mix does wholesaler generally apply to obtain their promotional objective?

(a) Advertising	(b) Personal Selling
(c) Trade Promotion	(d) None of the above

2. How does service differ from physical goods?

(a) They are done by people	(b) They belong to operations of marketing
(c) They are more difficult than producing physical goods	(d) They are variable, intangible inseparable and perishable

3. The key components of the service marketing mix are broadly

(a) People, Product, Place	(b) Physical Evidence, Process, People
(c) Price Physical Evidence, Promotion	(d) Product, Process, Physical Environment

4. Projecting the expected profits from customers is a measure of

(a) Life-Time value of customers	(b) Cost and Revenues
(c) Generic Strategy Returns	(d) Marketing profitability

5. Survey instruments used to assess customer perception of service quality are called

i. CETSACLE	
ii. SERVQUAL	
iii. DINESERV	
iv. RSQS	

Choose the most appropriate answer from the options given below:

- | | |
|------------------------|------------------------|
| (a) A and B only | (b) B and C only |
| (c) A, B, C and D only | (d) B, C, D and E only |

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6. Which of the following can be categorized as people processing services?
- (a)Health Care (b)Legal Services
(c)Education (d)Transportation
7. Which one of the following is an example of hybrid service offering
- (a)Consulting (b)Message
(c)Restaurant Meal (d)Car with a Warranty
8. Which of the following can be categorized as information processing services?
- (a)Legal service s (b)Health Care
(c)Education (d)Management Consultancy
9. Which one of the following types of retailers is “D Mart”?
- (a)Discount Store (b)Super Market
(c)Convenience Store (d)Catalogue Store
10. .”Moments of Truth” in services marketing was given by
- (a)Gary Armstrong (b)Jan Carlzon
(c)Parasuraman and Zeithamal (d)Rosser Reeves

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11. A _____ is a form of product that consists of activities, benefits, or satisfaction offered for sale that are essentially intangible and do not result in the ownership of anything
- (a) Service (b) Demand
(c) Need (d) Physical Object
12. Distinct characteristics of services is _____
- (a) Intangible (b) Inseparability
(c) Variability (d) Perishability
13. All of the following are examples of services Except
- (a) Banking (b) Hotels and Motels
(c) Tax Preparation (d) Computer Software
14. Services are typically produced and consumed simultaneously. This is an example of the _____ characteristics of services
- (a) Intangibility (b) Inseparability
(c) Simultaneously (d) Perishability
15. SSTS refers to _____
- (a) Service Standard Testing (b) Self-Service Technologies
(c) Standard Service Technologies (d) Self-Service Treatments

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16. Describe the employees skills in serving the client
- (a)Internal Marketing
 - (b)External Marketing
 - (c)Relationship Marketing
 - (d)Interactive Marketing
17. _____ occurs when a company intentionally uses service as the stage and goods as the props,to engage individual customers in a way that creates a memorable event.
- (a)Hybrid offer
 - (b)Core Service
 - (c)Augmented or ancillary product
 - (d)Experience
18. A tool for assessing the level of service quality based on the difference between users expectations and the service experience delivered is
- (a)The service dashboard
 - (b)The service quality gap model
 - (c)The balanced scorecard
 - (d)The information value model
19. Text messaging is a type of which promotion strategy
- (a)Personal Selling
 - (b)Sales Promotion
 - (c)Direct Marketing
 - (d)Public Relations
20. The elements of service quality which is defined as the knowledge and courtesy of employees and their ability to convey trust and confidence
- (a)Tangibles
 - (b)Reliability
 - (c)Assurance
 - (d)Empathy

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21. Attributes where consumers can evaluate only during or after the consumption process is known as _____
- (a) Credence Qualities (b) Experience Qualities
(c) Search Qualities (d) None of the above
22. According to Parasuraman, Zeithaml & Benny, the most important determinant of service quality is _____
- (a) Responsiveness (b) Reliability
(c) Assurance (d) Empathy
23. The moments of interaction between the customer and the service firm are called _____
- (a) Service Junction (b) Critical Incidents
(c) Core Service Failures (d) Service Recovery
24. The difference between desired service and the level of service considered adequate is known as _____
- (a) Service Quality (b) Tolerance Zone
(c) GAP (d) SERQUAL
25. Service failures involving problematic customer include _____
- (a) Uncooperative Customers (b) Breaking Company Policies
(c) Verbal and Physical Abuse (d) All of the Above

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26. Consumers complaints tend to be
- (a)Instrumental and Ostensive
 - (b)Instrumental and Reflexive
 - (c)Non- Instrumental and Ostensive
 - (d)Non- Instrumental and Reflexive
27. Top firms audit service performance by collecting _____ measurements to probe customer satisfiers and dissatisfies
- (a)Customer Satisfier
 - (b)Customer Complaints
 - (c)Voice of the Customer
 - (d)Psychological
28. The service a customer expects are called the _____ service package
- (a)Expected
 - (b)Augmented
 - (c)Primary
 - (d)Secondary Perceived
29. A firm's reaction to a customer complaint that result in customer satisfaction and goodwill is called a
- (a)Service Recovery Paradox
 - (b)Service Recovery
 - (c)Critical Incident
 - (d)Moment of Truth
30. The difference between which two expectation standards is the zone of tolerance
- (a)Desired Service, adequate Service
 - (b)Professional Service ,adequate service
 - (c)Desired Service, optimal service
 - (d)Desired service, advance service

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31. Which of the following are NOT considered as 'services'?

- (a) A transfer of title
(b) An exchange of tangible goods
(c) Tangible products
(d) All of the above

32. Green marketing is a part of _____

- (a) Social Marketing
(b) Service Marketing
(c) Relationship Marketing
(d) Rural Marketing

33. Which of the following is not a service?

- (a) Insurance
(b) Mail delivery
(c) Medical Checkup
(d) None of the above

PART - B

(7 X 6 = 42)

Answer **all** questions choosing either (a) or (b).

34. (a) What are the challenges of service design?

[OR]

(b) What are the Services marketing communication strategies

35. (a) Discuss the service quality and productivity. What are integrated gaps model of service quality?

[OR]

(b) Describe pricing of services. What are the pricing approaches for service sector?

36. (a) Describe what an organization needs to do first to develop strategies for addressing customer involvement in service delivery

[OR]

(b) How services are classified on the basis of market segment?

37. (a) what is KYC pillars? and What is the role of frontline employees in respect of KYC guidelines?

[OR]

(b) What is the difference between physical evidence and service scape?

38. (a) Discuss the reasons why customer knowledge of service prices may differ from customer knowledge of goods prices

[OR]

(b) What are the marketing strategies for Managing relationship and building loyalty?

39. (a) Why do personal sources of information tend to be more important for consumer of services?

[OR]

(b) Describe the service marketing mix. Explain it with suitable example

40. (a) What is meant by market segmentation? and What are the three methods of market segmentation?

[OR]

(b) Discuss the service quality and productivity. What are integrated gaps model of service quality?

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N-2117**COURSE CODE****205343**

ONLINE PROGRAMME EXAMINATIONS
M.COM. DEGREE EXAMINATION, MAY 2026
Second Year - Fourth Semester
COMMERCE
ORGANIZATIONAL BEHAVIOUR
(CBCS - 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

(33 X 1 = 33)

PART - A

Answer **all** the questions.

1. Which organization theory can be understood by IF and THEN relationship
 - (a) System approach
 - (b) Contingency approach
 - (c) Process approach
 - (d) Scientific approach

2. How does an individual cope with stress?
 - (a) The self-concept
 - (b) Self-motivation
 - (c) Regular exercise
 - (d) Self-control

3. Which of these is the result of the multiplication of expectancy and valence according to Vroom's theory?
 - (a) Organization
 - (b) Delegation
 - (c) Management
 - (d) Motivation

4. A manager's role changes from a leader's position to a partner's position in which of these types of organizations?
 - (a) Autocratic
 - (b) Collegial
 - (c) Supportive
 - (d) Custodial

5. Motivation's two-factor theory is given by:
 - (a) Herzberg
 - (b) Harold Kelley
 - (c) J. Stacy Adams
 - (d) Douglas McGregor

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6. Which of these personality theories gives recognition to the continuity of various personalities?

- (a) Trait (b) Humanistic
(c) Integrative (d) None of the above

7. A mismatch between a personality and its organization may lead to:

- (a) Members in an organization will have a loss of interest (b) Low job satisfaction and morale
(c) Chaos and confusion (d) All of the above

8. _____ are social inventions for accomplishing goals through group efforts"

- (a) Management (b) Organization
(c) Leadership (d) Behavior

9. Which of these factors affects personality?

- (a) Culture (b) Family
(c) Heredity (d) All of the above

10. Which of the following is/are not job related source of stress

- (a) Role ambiguity (b) Role overload
(c) Ethical dilemmas (d) Career concerns

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11. Which of the following is NOT an important issue relating to goal-setting theory?
- (a)Goal specificity (b)Equity among workers
(c)Feedback (d)Defining the goal 12
12. Concept of MBO was introduced by:
- (a)Peter. F.Drucker (b)Mary Parker
(c)Henry Fayol (d)Philip Kotler
13. Which dimension of Big 5 personality traits represents artistically sensitive, refined etc.
- (a)Culture (b)Emotional stability
(c)Conscientiousness (d)Extroversion
14. What term is used for the extent to which an individual displays different behaviours in different situations?
- (a)continuity (b)integrity
(c)flexibility (d)distinctiveness
15. As a manager, one of James's duties is to present awards to outstanding employees within his department. Which Mintzberg managerial role is James acting in when he does this?
- (a)leadership role (b)liaison role
(c)monitor role (d)figurehead role

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16. According to Katz, when managers have the mental ability to analyze and diagnose complex situations, they possess skills.
- (a) Technical (b) Leadership
(c) problem-solving (d) conceptual
17. Psychology's major contributions to the field of organizational behavior have been primarily at what level of analysis?
- (a) The level of the group (b) The level of the individual
(c) The level of the organization (d) The level of the culture
18. Which of the following OB topics is not central to managing employees' fears about terrorism?
- (a) Emotion (b) Motivation
(c) Communication (d) work design
19. Experiments performed by Ivan Pavlov led to what theory?
- (a) classical conditioning (b) operant conditioning
(c) social learning (d) behavior shaping
20. According to operant conditioning, when behavior is not reinforced, what happens to the probability of that behavior occurring again?
- (a) It increases. (b) It declines.
(c) It remains unchanged. (d) It becomes zero.

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21. The application of reinforcement concepts to individuals in the work setting is referred to as

- (a) classical conditioning
- (c) Reengineering

- (b) self-management
- (d) OB Mod

22. _____ is the process of screening out information that we are uncomfortable with or that contradict to our beliefs

- (a) Perceptual context
- (c) Halo effect

- (b) Selective perception
- (d) Stereotyping

23. Basis of "Collegial Model of OB is

- (a) Economic resources
- (c) Leadership

- (b) Power
- (d) Partnership

24. Employees needs met by Supportive Model is

- (a) Subsistence
- (c) Status and Recognition

- (b) Security
- (d) Self-actualization

25. As per Stimulus-Response Model, input for behavior process is

- (a) Drive
- (c) Stimuli

- (b) Organism
- (d) Response

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26. _____ indicates the level of uncertainty that people can tolerate to work efficiently without experiencing undue stress
- (a) Risk propensity (b) Authoritarianism
(c) Tolerance for ambiguity (d) Workaholics
27. _____ persons are easy going people and do not feel time urgency
- (a) Authoritarianism (b) Dogmatism
(c) Type A (d) Type B
28. Dual structure approach of motivation is developed by
- (a) Maslow (b) F. Herzberg
(c) Alderfer (d) Mc Gregor
29. According to _____ employees love work as play or rest
- (a) X theory (b) Y theory
(c) Z theory (d) None of these
30. Porter Lawler Model is an extension of
- (a) Maslow's theory (b) Mc Clelland's theory
(c) Stacy Adams theory (d) Vroom's theory

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31. Beliefs, attitudes, traditions and expectations which are shared by group members is called

- (a) Group norms (b) Group communication
(c) Group cohesiveness (d) Group structure

32. _____ leader is self confident and can attract followers by his great influence

- (a) Charismatic (b) Autocratic
(c) Laissez-faire (d) Bureaucratic

33. Organization Behavior is

- (a) An interdisciplinary approach (b) A humanistic approach
(c) Total system approach (d) All of these

PART - B

(7 X 6 = 42)

Answer **all** questions choosing either (a) or (b).

34. (a) Discuss the objectives and characteristics of organizational behavior.

[OR]

(b) Discuss various organizational behaviour models.

35. (a) What is personality? Explain the determinants of personality

[OR]

(b) Discuss the factors affecting perception?

36. (a) Explain different sources of attitude

[OR]

(b) Explain the impact of external factors on group behavior

37. (a) Discuss about prevention and management of stress.

[OR]

(b) Explain the organizational change process and suggest ways to overcome the resistance to change.

38. (a) Explain the factors that affect an organizational climate. What are the determinants of job satisfaction of employees inside the organization?

[OR]

(b) Explain about group in organization and formation in organization structure

39. (a) What are the features of career planning?

[OR]

(b) What are the pros and cons of emotional intelligence in Organizational Behaviour?

40. (a) Differentiate leader and manager. Discuss the relation and relevance of leadership as a power center.

[OR]

(b) What are the basic principles of communication? Explain

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N-2118**COURSE CODE****205344**

ONLINE PROGRAMME EXAMINATIONS
M.COM. DEGREE EXAMINATION, MAY 2026
Second Year - Fourth Semester
(COMMERCE)
RETAIL AND DISTRIBUTION MANAGEMENT
(CBCS - 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

(33 X 1 = 33)

PART - A

Answer **all** the questions.

1. Which products are produced and marketed by companies to many retailers?

(a) National Brands	(b) Local Brands
(c) Unbranded	(d) Commodities

2. Which is not the basic reason of the important of retail location?

(a) Customer Convenience	(b) Competitive Advantage
(c) Cost of Investment	(d) light and Ventilation

3. What is not easy to change in Retail Management?

(a) Promotion	(b) Location
(c) Price	(d) Merchandise Mix

4. The layout that has parallel aisles with merchandise on shelves on both sides of the aisles is _____

(a) Racetrack	(b) Standee
(c) Grid	(d) Loop

5. Free standing sites are located at _____

(a) Traffic signals at highways	(b) High pedestrian traffic area
(c) Remote locations	(d) Low pedestrian traffic area

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6. Freedom layout indicates that merchandise is arranged _____
- (a) In a symmetrical manner (b) In circles
(c) In an asymmetrical manner (d) Non to the options
7. How difficult it is to change retail location frequently
- (a) Extremely difficult (b) Not difficult at all
(c) Absolutely easy (d) Somewhat difficult
8. A retailer's _____ is the key to its ability to attract customers
- (a) Location (b) Promotion system
(c) Pricing system (d) Store personnel
9. A store that stocks particular type of merchandise
- (a) Convenience (b) Specially
(c) Departmental (d) Non store
10. The major components of solid waste that a retailer generates in the environment
- (a) Branding (b) Labeling
(c) Packaging (d) Naming

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11. This provides the way to gather lead contact information, house it, use it for communication purposes and run reports on the data researches have collected
- (a)Point of sales
(c)Campaign
- (b)Customer Analytics
(d)CRM
12. This involves agreements to fix prices between parties at different levels of the same marketing channel
- (a)Edlp
(c)Predatory
- (b)Psychological
(d)Discount
13. This display exhibits heavier, bulkier items than racks hold
- (a)Open
(c)Case
- (b)Closed
(d)Ensemble
14. The word retail is derived from the _____ word
- (a)Latin
(c)English
- (b)French
(d)German
15. Retailer is a person who sells the goods in a _____
- (a)Large Quantities
(c)Both a & b
- (b)Small Quantities
(d)None of these

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16. The main objective of the management is _____
- (a) Profitability (b) Sales Growth
(c) Return (d) All of these
17. In retailing there is a direct interaction with _____
- (a) Producer (b) Customer
(c) Wholesaler (d) All of these
18. In the distribution channel ... has the direct touch with consumers
- (a) Producer (b) Wholesaler
(c) Agent (d) Retailers
19. _____ is a branch of philosophy that deals with values relating to human conduct, with respect to good and wrong or bad actions and has relevance in retail too.
- (a) Social Class (b) Ethics
(c) Social Stratification (d) Religion
20. _____ are bigger and transparent and show much of what is going on in-store.
- (a) Window Displays (b) Gondolas
(c) Racks (d) Shelves

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21. _____ are printed on the packs or in store handouts, usually allowing a substantial savings on the next purchase of the brand.
- (a) Leaflets (b) Pack Designs
(c) Price-off Coupons (d) Price-off Packs
22. High employee turnover is _____ challenge in Retail
- (a) Marketing (b) Human Resources
(c) Finance (d) Operation
23. _____ are the activities associated with collecting, storing and physically distributing the product to buyer
- (a) Inbound Logistics (b) Distribution
(c) Warehousing (d) Outbound Logistics
24. _____ has identified various elements that go into the composition of a value chain
- (a) Darwin (b) Michael Porter
(c) Philip Kotler (d) Deming
25. Which of the following is not the Commercial Sources of Consumer Information?
- (a) Displays (b) Packaging
(c) Acquaintances (d) Websites

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26. Which is last stage in Consumer Buying Process?

(a)Need Recognition

(b)Evaluation

(c)Post Purchase

(d)Information Search

27. The retail organization loses its _____ edge at decline stage

(a)Competitive

(b)Promotion

(c)Positioning

(d)Segmenting

28. The premise on which retailing activity takes place is called _____

(a)Place

(b)Market

(c)Store

(d)Office

29. A large building complex with a conglomeration of shops is known as _____

(a)Mall

(b)Hyper Market

(c)Supermarket

(d)Co-operative Store

30. Accordion Theory is also known as _____

(a)General-Specific-General Theory

(b)Theory of Natural Selection

(c)Theory of Wheel of Retailing

(d)McNair's Theory

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31. Which of the following is not the stage in the process of Wheel of Retailing
- (a)Entry Phase (b)Trade-up Phase
(c)Introduction Phase (d)Vulnerable Phase
32. Which of the following is not the Service Retail?
- (a)Car Rentals (b)Restaurants
(c)Banking (d)Brick and Mortar
33. Total system supplied by the franchisor for running the business is known as
- (a)Product Franchise (b)Manufacturing Franchise
(c)Business Format Franchise (d)Licensing

PART - B

(7 X 6 = 42)

Answer **all** questions choosing either (a) or (b).

34. (a) Discuss the challenges and opportunities of retailing in India
- [OR]
- (b) Explain about socio- economic and technological influences on retail management in India
35. (a) Explain the different types of organized retail format with suitable examples
- [OR]
- (b) Explain the factors affecting consumer behaviour
36. (a) What is meant by market segmentation ? and explain the four criteria for market segmentation?
- [OR]
- (b) Describe the shopping decision process by the customers in retail sector
37. (a) Discuss the types of retail formats that exist in the following product categories.
- Garments
- Grocery
- Durable-white goods.
- [OR]
- (b) What are the different types of pricing in retailing in India?
38. (a) What are the factors influencing promotion strategy? Briefly explain the different dimension of integrated promotion strategy
- [OR]

(b) Briefly explain the in designing websites for online retailing in India

39. (a) What are the functions of marketing channels? and explain it.

[OR]

(b) What considerations do you consider to be essential for the decision of marketing channels?

40. (a) Explain Operational Stages in retailing

[OR]

(b) What are the Advantages of a Franchise Business?

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