

**Eastern University, Sri Lanka**  
**Faculty of Commerce and Management**  
**Department of Commerce**

**Final Year First Semester Examination in Bachelor of Commerce Honours 2021/2022**  
**(February 2024)**  
**Proper/Repeat**  
**COM 4103 - Retail Management**

**Answer all questions**

**Time: 03 Hours**

**Q 01 Read the case study and answer the questions given below**

i. In August 2011, Tesco Home Plus in South Korea, introduced the world's first virtual store in Seonreung subway station, in down town Seoul. The wall of the subway station come to life with virtual display of over 500 of the most popular product with bar codes which passersby can scan using the home plus app on Smartphone and get it delivered to their home. The beauty of the innovative ideas is giving busy connection the opportunity to do their grocery shopping "on the go". South Koreans are known to be hardiest workers in the world with working hours stretching up to 16-18 hours of day and hence they have very less time for themselves and shopping. While waiting for their transport, commuters can buy their groceries, by scanning the bar code or GR displayed to each product, if the orders were place before 1pm they would be delivered the same evening to wherever they are. In fact, same Tesco Home plus has expanded its award winning virtual stores to more tahn20 bus stops in South Korea.

a. Discuss the importance of technology in today's retail business with reference to above case?

**(05 Marks)**

b. Summarize the draw backs of the home plus retail format

**(05 Marks)**

**ii. Fill in the Blanks**

a. The function of retailing is to sell products and services to the final \_\_\_\_\_ by an individual or a firm.

b. The main aim of the retailer is to provide products required by the consumer conveniently, this creates place \_\_\_\_\_.

c. This information in the form of \_\_\_\_\_ greatly contributes to product improvement by the producers.

d. Selling of goods to consumers in small quantities as per their need at \_\_\_\_\_ prices.

e. Wholesalers act as a link between \_\_\_\_\_ and the retailer.

**(5\*1= 05 Marks)**

**(Total 15 Marks)**

**Q 02 Underline the appropriate answer for the following multiple choice questions**

1. The independent retailer operates his business with \_\_\_\_\_.
  - a. partners
  - b. professionals
  - c. few locals/ family members
  - d. None of the above
  
2. Corporate retail chain is also called \_\_\_\_\_.
  - a. franchise
  - b. chain retailer
  - c. independent retailer
  - d. None of the above
  
3. Specialty stores have very clearly defined \_\_\_\_\_.
  - a. producers
  - b. competitors
  - c. target market
  - d. Both (a) and (b)
  
4. Under organised retailing, the most common feature is \_\_\_\_\_.
  - a. number of brands and products are large
  - b. purchases are on credit basis
  - c. few employees exist
  - d. All (a), (b) and (c)
  
5. Unorganised retail is mostly confined to a \_\_\_\_\_.
  - a. particular locality
  - b. different branches
  - c. chain of stores
  - d. None of the above
  
6. The capital requirement is high in \_\_\_\_\_.
  - a. unorganised retail
  - b. organised retail
  - c. Both (a) and (b)
  - d. None of the above
  
7. The unorganised retail units operate on the basis of \_\_\_\_\_.
  - a. partnership
  - b. sole-trader
  - c. chain stores
  - d. All of the above
  
8. E-tailing refers,
  - a. Sale of electronic items in a store
  - b. Catalog shopping
  - c. Music store
  - d. Retailing shopping using the internet

9. \_\_\_\_\_ refers to basic directional decisions and consists of the important actions necessary to realize these directions in order to gain sustained competitive advantage.
- a. Business strategy
  - b. Strategy
  - c. Ethics
  - d. promotion system
10. \_\_\_\_\_ 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

**(10 x 1 = 10 Marks)**  
**(Total 10 Marks)**

**Q 03**

- a. Explain the terms of "Retailing".  
**(05 Marks)**
  - b. What are the key issues that retailers must resolve?  
**(05 Marks)**
  - c. Explain the total retail experience with examples.  
**(05 Marks)**
  - d. Explain how retailing business contribute for economic development of a country.  
**(10 Marks)**
- (Total 25 Marks)**

**Q 04**

- a. Discuss the Components of the Retail Mix.  
**(05 Marks)**
  - b. Briefly explain the "Retail functions in distribution".  
**(05 Marks)**
  - c. Explain the various types of Retail format.  
**(05 Marks)**
  - d. Retailer applying mass marketing, concentrated marketing, and differentiated marketing. Discuss the above target market techniques with examples.  
**(10 Marks)**
- (Total 25 Marks)**

Q 05

a. Ethics, Social responsibility, and consumerism are retailer challenges. Explain how these are interplay between retailers' ethical performance and relationships in retailing.

(05 Marks)

b. What are the three type's locations available to a retailer? and explain the each types of locations.

(05 Marks)

c. Identify the four unique aspects of service retailing and explain the impact relationship building and customer retention with examples.

(05 Marks)

d. "There are several factors influencing in the retail business" Analyze the factors influencing retail business in Sri Lanka.

(10 Marks)

(Total 25 Marks)