



SNS College of Technology

[An Autonomous Institution]

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COIMBATORE-641 035, TAMIL NADU

DEPARTMENT OF MANAGEMENT STUDIES



Academic Year : 2024-25 Semester : 03
Course Code : 23BAE724
Course Name : Retail Management
Unit : I – Introduction

Questions [2 Marks]

- 1. What is retailing?**
Retailing is the process of selling goods and services directly to consumers for their personal or household use.
- 2. How does retailing differ from wholesaling?**
Retailing involves selling products directly to end consumers, while wholesaling involves selling products in bulk to retailers or other businesses for resale.
- 3. What is food retailing?**
Food retailing refers to the sale of food products to consumers through various outlets like supermarkets, grocery stores, and convenience stores.
- 4. Name two types of food retail formats.**
Supermarkets and hypermarkets are two common food retail formats.
- 5. What is general merchandise retailing?**
General merchandise retailing involves selling a wide range of non-food products, such as clothing, electronics, and home goods, through various retail outlets.
- 6. Give an example of a general merchandise retailer.**
Walmart is an example of a general merchandise retailer.
- 7. Why is retailing important in the economy?**
Retailing is important because it connects manufacturers with consumers, drives economic growth, and creates jobs across various sectors.
- 8. What is the scope of retailing in today's market?**
The scope of retailing includes online and offline channels, diverse product categories, and various retail formats, making it a crucial part of the global economy.
- 9. What factors constitute the retail environment?**
The retail environment includes factors like customer behavior, competition, technology, and economic conditions that influence retail operations.

10. How does technology impact the retail environment?

Technology impacts the retail environment by enabling online shopping, improving supply chain efficiency, and enhancing customer experience through innovations like AI and mobile apps.

11. What is driving the growing importance of the retail industry?

Factors such as rising consumer spending, urbanization, and technological advancements are driving the growing importance of the retail industry.

12. How does the retail industry contribute to economic development?

The retail industry contributes to economic development by creating jobs, generating tax revenue, and fostering the growth of related industries like manufacturing and logistics.

13. Name two key players in the global retail market.

Amazon and Walmart are two key players in the global retail market.

14. What is a major trend in the global retail market?

A major trend in the global retail market is the shift towards e-commerce and omnichannel retailing.

15. Briefly describe the evolution of retail in India.

The evolution of retail in India has transitioned from traditional small stores (kiranas) to the emergence of organized retail chains, supermarkets, and the rapid growth of e-commerce.

16. What has been a significant milestone in India's retail evolution?

The liberalization of the Indian economy in the 1990s was a significant milestone, leading to the entry of global retail giants and the growth of organized retail.

17. What are two major drivers of retail change in India?

Urbanization and rising disposable incomes are two major drivers of retail change in India.

18. How has digitalization driven retail change in India?

Digitalization has driven retail change by enabling online shopping, mobile payments, and the growth of digital marketing, leading to a more connected retail ecosystem.

19. What are the future prospects of retailing in India?

The future prospects of retailing in India are promising, with expected growth in e-commerce, the expansion of organized retail, and increased consumer spending.

20. What opportunity does rural India present for retailers?

Rural India presents a significant opportunity for retailers due to the untapped market potential, increasing rural incomes, and improving infrastructure.