

(11)

Duration: 2 hrs.

Total Marks: 60

NB:

- (1) All questions are COMPULSORY.
- (2) Figures to the right indicate full marks.

- 1. (a) Define retailing. State its scope. (8)
- (b) Explain the different retail formats. (7)

OR

- (c) What are the challenges faced by retail sector in India? (8)
- (d) Write a note on FDI in retail sector in India. (7)

- 2. (a) Define and explain the importance of Retail Market Segmentation. (8)
- (b) Write a note on Retail Life Cycle. (7)

OR

- (c) Discuss the customer service as a part of retail strategy. (8)
- (d) Highlight the challenges faced by HR in retailing. HRD 5/51 (7)

- 3. (a) What is retail merchandising? Explain its importance. (8)
- (b) Explain briefly the Merchandising Planning Process. (7)

OR

- (c) Discuss the steps involved in choosing a retail location. (8)
- (d) What is store design? Explain its various elements. (7)

- 4. (A) Fill in the blanks with appropriate option: (5)

- (1) Product Performance > Customer Expectation = Customer _____
(a) Satisfaction (b) Dissatisfaction (c) Delight (d) Happiness
- (2) Retail is the _____ stage of any economic activity.
(a) first (b) last (c) modern (d) primitive
- (3) Retail stores that sell merchandise at lower price and in high volumes are called _____
(a) exclusive stores (b) discount stores (c) selective stores (d) speciality stores
- (4) Energy saving in retail is an example of _____
(a) CRM (b) e-retailing (c) green retailing (d) data mining

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- (5) _____ is the first step in retail life cycle.
(a) Introduction (b) Innovation (c) Development (d) Maturity

(B) State TRUE or FALSE:

(5)

- (1) The word "retail" owes its origin to a Spanish word.
- (2) Promotional activities form an integral element of retail management.
- (3) Visual Merchandising helps the customer to know about the trends in fashion.
- (4) Free-flow layout is the most economical form of retail layout.
- (5) Database management is a part of CRM function.

(C) Match the Columns:

(5)

- | | |
|-------------------------------|----------------------------------------|
| (1) Destination Location | (a) Internet 5 |
| (2) Store based retail format | (b) Motels and Fast Food restaurants 4 |
| (3) Non store Retailing | (c) Shopping Malls 1 |
| (4) Franchise Organisation | (d) Category Killers 3 |
| (5) E-Retailing | (e) Chain Store 2 |

OR

4. Write Short Notes (ANY THREE)

(15)

- (1) Use of technology in retailing
- (2) Data Base Management System
- (3) Challenges of E-Retailing
- (4) Green Retailing
- (5) Various Career options in Retail

