

Time: 2 ½ Hours

Max Marks: 75

Instructions: All questions are compulsory and carry 15 marks each.

**Q1.A** Choose the right answer (Any eight)

8

- 1 \_\_\_\_\_ means maintaining basic required stocks to fulfil consumer demands.
  - i. Inventory management
  - ii. Store management
  - iii. Category management
  - iv. Retail management
- 2 Electronic retailing permits \_\_\_\_\_.
  - i. Touch and feel factor
  - ii. Reduction in set up cost
  - iii. Point of sale terminal.
  - iv. Visual merchandising
- 3 \_\_\_\_\_ is not a customer retention approach.
  - i. Frequent shopper programs
  - ii. Personalization
  - iii. Loyalty cards
  - iv. HRM
- 4 \_\_\_\_\_ has parallel vertical lines that can be read by scanners.
  - i. Electronic article surveillance
  - ii. Bar code
  - iii. RFD
  - iv. Stock keeping unit
- 5 \_\_\_\_\_ is a process to identify & determine in detail the particular job duties and requirements.
  - i. Interview
  - ii. job analysis
  - iii. Training
  - iv. Selection
- 6 A \_\_\_\_\_ store is located without any competitor store around it.
  - i. Part of a business district
  - ii. Freestanding
  - iii. Shopping centre
  - iv. Hypermarket
- 7 \_\_\_\_\_ is a blueprint that states the arrangement of a store.
  - i. Store lay out
  - ii. Planogram
  - iii. Space
  - iv. Store aisle
- 8 \_\_\_\_\_ products enjoy popularity and generate lot of sales in a short span of time.
  - i. Fad
  - ii. Seasonal
  - iii. Variety
  - iv. Assortment
- 9 In a retail store, \_\_\_\_\_ inform the customers about the products, offers and price.
  - i. Managers
  - ii. Fixtures
  - iii. Mannequins
  - iv. Signage
- 10 Mostly, it's the \_\_\_\_\_ of the store that draws the customer's attention to the store.
  - i. Layout
  - ii. Exterior
  - iii. Interior
  - iv. Display

**Q1.B** State whether the following statements are True or False (Any Seven)

7

- 1 Retailer is the last point in the distribution channel.
- 2 Multi-channel retailing is use of more than one channel to reach customers
- 3 A department store stocks a particular type of merchandise
- 4 Online fraud is a limitation of e-tailing.
- 5 Shopping mall is an example of Destination location
- 6 Loss Leaders are sold below the cost.
- 7 Generic brands target price sensitive segment by offering no frills product at a discounted price.
- 8 Visual Merchandising is also termed as Silent Salesmen.

- 9 Government of India has allowed FDI in retail sector  
10 Customer Loyalty means that customers are committed to shopping at retailer's locations.

**Q2**

- a Explain the functions performed by retailers 8  
b What do you mean by electronic labels? Discuss the significance of the same 7

(OR)

- c Describe the different types of franchising 8  
d Explain the advantages of E-Tailing 7

**Q3**

- a Explain the factors to be considered before finalizing the store location 8  
b Discuss Any four customer retention approaches 7

(OR)

- c Explain the objectives of CRM in retail 8  
d Explain market research as a tool for understanding retail shoppers 7

**Q4**

- a Explain Buying Cycle in Retail, Lifestyle merchandising & Category Captain 8  
b Explain the principles of merchandising 7

(OR)

- c Explain the various pricing strategies that can be adopted by the retailer 8  
d Explain the need of private label brands in India 7

- Q.5. a** Discuss the 5 S's of Retail Operations 8  
**b** Explain the Role of Store Manager in a Retail Store 7

(OR)

- c Short Notes (Any three)** 15  
**i** Store Design  
**ii** Airport Retailing  
**iii** Store Atmospherics  
**iv** Career options in retail  
**v** Mall management