

- 7 Customer approach means that customers are committed to shopping at retailer's locations.
- 8 Cash wraps are also known as checkout areas
- 9 Planogram is a method of arranging goods in a retail store.

Q2

- a. Discuss the factors responsible for the growth of organized retail in India 8
 - b. Explain the non-store based retail formats 7
- (OR)
- c Discuss the factors influencing retail trade 8
 - d What is e-tailing? Explain the advantages and limitations of the same 7

Q3

- a Explain the factors influencing retail shoppers 8
 - b Discuss the four customer retention approaches 7
- (OR)
- c Explain the steps in developing retail strategy 8
 - d Explain the objectives of CRM in retail 7

Q4

- a What do you mean by private label? Explain the categories of private label brands 8
 - b Explain the principles of merchandising 7
- (OR)
- c Explain the following concepts: 8
Category Captain, Buying Cycle in Retail & Staple merchandise
 - d Explain the categories of private label brands 7

- Q.5. a** Discuss the 5 S's of Retail Operations 8
- b** Explain the tools used for visual merchandising 7
- (OR)
- c** Short Notes (Any three) 15
- i Airport Retailing
 - ii Digital signage
 - iii Young and Rubicams Brand Asset Valuator
 - iv Career options in retail
 - v Mall Management
