7 Customer approach means that customers are committed to shopping at retailer's

8 Cash wraps are also known as checkout areas

9 Planogram is a method of arranging goods in a retail store.

locations.

	Fig. 15 to building aftivities undertaken ov fig. s. d. majung v	
Q2	e de la companya del companya de la companya del companya de la co	
a.	Discuss the factors responsible for the growth of organized retail in India	8
b.	Explain the non-store based retail formats	7
	the reserve and the reserve the reserve (OR)	
c	Discuss the factors influencing retail trade	8
d	What is e-tailing? Explain the advantages and limitations of the same	7
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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
	or the state of th	
Q4	C. Gerbert Schoperative, Strokpendent fataile	
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
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Q.5. a	Discuss the 5 S's of Retail Operations	8
b	Explain the tools used for visual merchandising	7
	ogangis by zniupenn(OR)	
c	Short Notes (Any three) an appoint a mastered one-state quantity and the state of t	15
i	Airport Retailing	
ii		
iii	Young and Rubicams Brand Asset Valuator	
iv	Career options in retail	
v	Mall Management and the Sun Tour supported guardenia and personal states at 11.1.0	
	the Credit are fine its a further of o-miling	
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