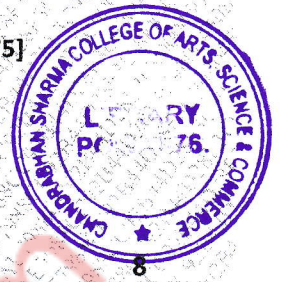


(2½ Hours)

[Total Marks: 75]

- Note: 1) All questions are compulsory.  
2) Figures to the right indicate full marks



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

- 1 \_\_\_\_\_ management means maintaining basic required stocks to fulfil consumer demands.  
a. Inventory b. store c. category d. Retail
- 2 Electronic retailing permits \_\_\_\_\_.  
a. Touch & feel factor b. reduction in set up cost c. point of sale terminal d. visual merchandising
- 3 Retail management comprises of \_\_\_\_\_ of goods and services to the consumer.  
a. Marketing b. selling c. advertising d. all the above
- 4 \_\_\_\_\_ factor influences a retail shopper in the buying process.  
a. merchandise range b. travel time c. location d. all the above.
- 5 A \_\_\_\_\_ store is located without any competitor store around it.  
a. part of a business district b. freestanding c. shopping centre d. hypermarket
- 6 \_\_\_\_\_ has used 15th August and 26th January as days for giant sales.  
a. Pantaloons b. Big Bazaar c. D-mart d. Walmart
- 7 \_\_\_\_\_ products enjoy popularity and generate lot of sales in a short span of time and later go out of fashion.  
a. fad b. category killers c. variety d. assortment
- 8 \_\_\_\_\_ refers to the design on an environment through visual communication, lights, colour, scent, etc.  
a. theme b. visual merchandising c. planogram d. atmospheric
- 9 In a retail store, \_\_\_\_\_ inform the customers about the products, offers and price.  
a. managers b. fixtures c. mannequins d. signage
- 10 \_\_\_\_\_ refer to the goods or merchandise kept on the premises of a store available for sale or distribution.  
a. space b. stock c. standard d. system

**Q.1.B State whether the following statements are True or False (Any Seven)**

- 1 Kirana stores are an example of unorganized retailing.
- 2 It is observed that music can control the pace of customers in the store.
- 3 Electronic Shelf Label is a technological method used for preventing shoplifting at the exit of retail stores.
- 4 The government of India has allowed FDI in retail sector.
- 5 Range of merchandise does not influence Retail Management.

- 6 Bar code is a series of parallel vertical lines that can be read by bar code scanners.  
7 Variety means types of categories and assortment means various items of categories.  
8 The word 'retail' is derived from a French word 'retailleur' which means 'to break bulk'.  
9 ₹199, ₹599 are a type of multi-unit pricing strategy.  
10 The process of CRM emphasizes on building relationship with customer.

**Q2**

- a. Explain the significance of organized retail. **8**  
b. Explain the non-store based retail formats. **7**

**(OR)**

- c Discuss the factors responsible for the growth of organized retail in India. **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 Discuss the changing profile of retail shopper **7**

**Q4**

- a What do you mean by private label? Explain the categories of private label brands **8**  
b Explain the process of merchandise planning. **7**

**(OR)**

- c Explain the following concepts: **8**  
Category Captain, Buying Cycle in Retail & Staple merchandise  
d What is variable pricing? Discuss its types. **7**

- Q.5. a** Explain the responsibilities of a retail store manager **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 Rubicam's Brand Asset Valuator

**iv** Career options in retail

**v** 5 S of Retail Operation