

Paper / Subject Code: 86006 / Marketing: Retail Management

(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)

8

- 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. atmospherics
- 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 , e. Staff .

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

7

- 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.

15-7

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- 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