

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

Q.1.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