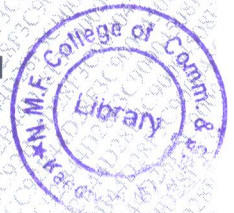(2½ Hours) [Total Marks: 75]

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

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.

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 'retaillier' 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