

Duration: 2hrs.

Maximum Marks: 60

- N.B.: 1. All questions are compulsory  
2. Figures to the right indicate marks

- Q1 a) Explain the Scope of retail business. {8}  
b) Explain the format of retailing in brief. {7}

OR

- c) Highlight the recent trends in retail business. {8}  
d) Elaborate the ethical elements in Retail Business. {7}

- Q2 a) Discuss Retail Life Cycle with the help of diagram. {8}  
b) What are the significance of CRM in Retail business? {7}

OR

- c) Outline the concept of Customer service as a part of Retail Strategy. {8}  
d) Explain the different challenges faced by HR in Retailing. {7}

- Q3 a) What are the the importance of location in Retail business? {8}  
b) Explain the process of Merchandise buying. {7}

OR

- c) State the different types of Layouts with reference to retail store. {8}  
d) Explain in brief different elements of store design. {7}

- Q.4 a) Fill in the blanks with an appropriate choice given below each questions. {5}

1 \_\_\_\_\_ is the final business in a distribution channel

- a) Manufacturers  
b) Wholesalers  
c) Retailers  
d) Distributors

2 \_\_\_\_\_ retail sectors are holding the larger share of the retail market in India.

- a) Unorganized  
b) Small  
c) Organized  
d) Large

3 \_\_\_\_\_ is the last stage of the Retail Life Cycle.

- a) Introduction  
b) Maturity  
c) Growth  
d) Decline

4 In Single -brand product retailing \_\_\_\_\_ is the FDI limit

- a) 100
- b) 51
- c) 28
- d) 75

5 \_\_\_\_\_ is NOT a part of Non Store Retailing.

- a) Franchisee
- b) Mail orders
- c) Tele Marketing
- d) Automated Vending

Q.4 b) Match the column

{5}

| No | Group A               | No | Group B        |
|----|-----------------------|----|----------------|
| 1  | Exterior store design | A  | Car Rentals    |
| 2  | Store layout          | B  | Store Marquee  |
| 3  | Hypermarket           | C  | Asian Sky Shop |
| 4  | E-Retailing           | D  | Freeform       |
| 5  | Service retailing     | E  | Big Bazaar     |

Q.4 c) State the following is TRUE or FALSE

{5}

1. Breaking bulk is one of the activities of a retailer.
2. Retailing creates Place and time utility
3. Relationship Marketing focuses on one-time sale of product.
4. The storefront is a reflection of the personality of the store.
5. IT is easy for retailer to change locations every now and then.

OR

Q.4 d) Short notes (Any 3 of the following)

{15}

1. Retail as a Career
2. RFID
3. Green Retailing
4. Grid layout
5. Visual Merchandising

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