

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

Q1.B State whether the following statements are True or False (Any Seven)

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- 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