

Time: 2.30 hrs

Marks: 75

1. All Questions are Compulsory
2. Figures to the right indicates the marks

Q1. A Choose the right answer (Any eight)

8

- 1 \_\_\_\_\_ refers to trading activities undertaken by licensed retailers who are registered for sales tax.  
a. Unorganized retailing b. Organized retailing c. e-tailing d. urbanization
- 2 \_\_\_\_\_ is an electronic communication system that provides standards for exchanging data via any electronic means.  
a. electronic data interchange b. electronic article surveillance c. electronic shelf labels d. RFID
- 3 To reduce \_\_\_\_\_ and other operational expenses, manufacturers and wholesalers ship goods in large quantities to retailers  
a. Economic activity b. Transportation costs c. Investor Costs d. Stock cost
- 4 \_\_\_\_\_ provide essential commodities at cheaper costs  
a. leased department b. Franchise  
c. Consumer Co-operative d. independent retailer
- 5 \_\_\_\_\_ stores have narrow product line with deep variety.  
a. Specialty b. Retail c. Supermarket d. Non-Store
- 6 Prior goal of CRM was to establish \_\_\_\_\_ and perfect relationships.  
a. Customer preference b. Customer loyalty  
c. Customer experience d. Customer reaction
- 7 \_\_\_\_\_ products enjoy popularity and generate lot of sales in a short span of time. a. fad b. seasonal c. variety d. assortment
- 8 In a retail store, \_\_\_\_\_ inform the customers about the products, offers and price.  
a. managers b. fixtures c. mannequins d. signage
- 9 \_\_\_\_\_ is a supplier who forms an alliance with the retailer.  
a. Category Captain b. Wholesaler c. Distributor d. Dealer
- 10 The store front is a reflection of the \_\_\_\_\_ of the store.  
a. Brand Equity b. brand value c. Personality d. display

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

7

- 1 Credit card fraud is a limitation of e-tailing
- 2 Franchise stores are an example of unorganized retailing.
- 3 The acquisition of a new customer cost is same as maintaining an existing customer.
- 4 Franchise gets royalty fees, up front margins.
- 5 Visual Merchandising is also termed as Silent Salesmen
- 6 Kiosks are small selling spaces located in malls offices airports etc.

- 7 Customer approach means that customers are committed to shopping at retailer's locations.
- 8 Cash wraps are also known as checkout areas
- 9 Planogram is a method of arranging goods in a retail store.

**Q2**

- a. Discuss the factors responsible for the growth of organized retail in India 8
  - b. Explain the non-store based retail formats 7
- (OR)**
- c. Discuss the factors influencing retail trade 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. Explain the objectives of CRM in retail 7

**Q4**

- a. What do you mean by private label? Explain the categories of private label brands 8
  - b. Explain the principles of merchandising 7
- (OR)**
- c. Explain the following concepts: 8  
Category Captain, Buying Cycle in Retail & Staple merchandise
  - d. Explain the categories of private label brands 7

- Q.5. a** Discuss the 5 S's of Retail Operations 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 Rubicams Brand Asset Valuator
  - iv Career options in retail
  - v Mall Management

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