

Duration : 2.5 hours

Total marks: 75

N.B. : 1. All questions are compulsory.

2. Figures to right indicate full marks.

Q1.(A) Choose the correct answer (Any eight)

(8)

1. \_\_\_\_\_ management means maintaining basic required stock to fulfill consumer demands.  
(Inventory, store, category, retail )
2. Indian retail sector is divided into organized and \_\_\_\_\_ sector.  
(Consistency, unorganized, vague, production)
3. Quality of visual presentation is important in \_\_\_\_\_ (store channel, catalogue channel, Automated selling, television home shopping)
4. \_\_\_\_\_ uses radio waves for surveillance(RFDI, RFID, Electronic Surveillance, EDI)
5. CRM is a strategy that aims at creating \_\_\_\_\_ for life and enhances the sales and market share of organisation. (Consumers, influencers, deciders, shoppers)
6. \_\_\_\_\_ is a clear and definite plan outlined by the retailer to tap the market.(retail strategist, retail community, retail strategy, retail association).
7. McDonald is an example of \_\_\_\_\_ franchise (product, manufacturing, business format, distribution).
8. \_\_\_\_\_ is a system of displaying product price and information on the shelves. (RFID, machineries, electronic shelf, electronic surveillance).
9. Shopping Mall is an example of \_\_\_\_\_ location (destination, free standing, traditional, terminal).
10. A \_\_\_\_\_ opportunity means employing the existing retailing format in new markets.(market segmentation, market expansion, market generation, diversification).

Q1.(B) State whether the following statements are true or false (Any seven)

(7)

1. Retailer is the last point in the distribution channel.
2. Credit sales is a problem faced by the retailer.
3. A department store stocks a particular type of merchandise.
4. Multi channel retailing is use of more than one channel to reach customers.
5. Henry Fayol has identified various elements that go into the composition of a value chain.
6. Credit card fraud is a limitation of e-tailing.
7. Indian retailers do not have skeptical attitude towards e-retailing.
8. Government of India has allowed FDI in retail sector.
9. Store atmospherics has no effect on consumer purchasing decision.
10. Planogram is a method of arranging goods in a retail store.

Q2.(A) Explain the functions performed by retailers. (8)

(B) State the advantages of E-tailing. (7)

**OR**

Q2(C) Elucidate the advantages of FDI in Indian Retail sector. (8)

(D) describe the different types of franchising. (7)

Q3 (A) State the factors influencing retail shopper. (8)

(B) Explain market research as a tool for understanding retail shoppers. (7)

**OR**

Q3(C) Describe the organization structure suitable for retail stores (8)

(D) State the factors that influence store location. (7)

Q4(A) State the principles of merchandising . (8)

(B) Explain the role of category captain (7)

**OR**

Q4(C) Describe the different pricing strategies (8)

(D) State the need for private labels in India (7)

Q5(A) Explain the objectives of store design (8)

(B) Describe the role of atmospherics and aesthetics in a retail store. (7)

**OR**

(C) Write short notes (Any three) (15)

a. Airport retailing

b. Mall management

c. Interior store design

d. CRM in retail

e. 5S of retail operation.

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