

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
