

Duration: 2 hrs.

Total Marks: 60

NB:

- (1) All questions are COMPULSORY.
- (2) Figures to the right indicate full marks.

1. (a) What is retailing? State its importance. (15)
- (b) Discuss the various components of retail environment. (15)

OR

- (c) Write a note on FDI in retail sector in India. (15)

- (d) Explain the various modern retail formats.

2. (a) Discuss the various stages in retail planning process. (15)

- (b) Highlight the role of CRM in retailing.

OR

- (c) Write a detailed note on HRM in retailing. (15)

- (d) Discuss the consumer behaviour in retail context.

3. (a) Elaborate the various steps in choosing retail location. (15)

- (b) Explain the various elements of store design.

OR

- (c) Discuss the importance of store layout. (15)

- (d) Write a note on Visual Merchandising.

4. (A) Fill in the blanks with appropriate option: (05)

- (1) _____ is the last link in distribution channel.

- (a) Consumer (b) Retailer (c) Wholesaler (d) Producer

- (2) _____ is the latest format of retailing.

- (a) Shopping Mall (b) Local Store (c) Online App (d) Apna Bazar

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- (3) Retail locations are mainly influenced by _____.
- (a) state policy (b) infrastructure (c) population (d) competition
- (4) _____ is responsible for store planning and designing.
- (a) Store keeper (b) Store Assistant (c) Store Manager (d) None of these
- (5) _____ is the main challenge faced by traditional retailers in India.
- (a) Competition (b) Resources (c) Manpower (d) Finance

(B) State TURE of FALSE:

(05)

- (1) Increasing middle class has contributed to the growth of retailing in India.
- (2) McDonalds operates in India through its own outlets.
- (3) Store layout means internal arrangement of store.
- (4) Visual merchandising refers to displays inside and outside the store.
- (5) Database management is a part of CRM function.

(C) Match the Columns:

(05)

- | | |
|--------------------------|-------------------|
| (1) Online Retailing | (a) Apna Bazar |
| (2) Co-operative Store | (b) Aquaguard |
| (3) Shopping Mall | (c) Grofers |
| (4) Door-to-door Selling | (d) Big Bazar |
| (5) Discount Stores | (e) Brand Factory |

OR

4. Write Short Notes (ANY THREE)

(15)

- (1) Database Management in Retailing
- (2) Green Retailing
- (3) Career Options in Retailing
- (4) Functions of Store Manager
- (5) E-retailing

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