

Program: T.Y.B.M.S.

Semester: VI

Program Code: 2M00156

Course: Retail Management

Course Code: 86006

Duration: 2 ½ Hours Examination Pattern: Autonomous-Rev16-External Max. Marks: 75

**Instructions:**

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.

**Examination:**  
**REGULAR**

**Q.1 A) Fill in the blanks with an appropriate answer from the alternatives given. [08]**  
**(Any 08)**

i) \_\_\_\_\_ stores are a relatively small store located near a residential area, open long hours, seven days a week, and carrying a limited line of high-turnover convenience products at slightly higher prices.

- |                |                 |
|----------------|-----------------|
| a) Specialty   | b) Departmental |
| c) Convenience | d) Non-store    |

ii) \_\_\_\_\_ retailing refers to the traditional formats of low-cost retailing, for example, local Kirana shops, general stores, etc.

- |              |                  |
|--------------|------------------|
| a) Organized | b) Unorganized   |
| c) Specialty | d) Multi-channel |

iii) \_\_\_\_\_ involves a direct interface with the customer and the coordination of business activities from end to end.

- |                  |                   |
|------------------|-------------------|
| a) Manufacturing | b) Retailing      |
| c) Wholesale     | d) Private labels |

iv) \_\_\_\_\_ management automates and integrates the planning, execution, assessment, and refinement of possibly tens to hundreds of highly segmented campaigns that run monthly, weekly, daily, or intermittently.

- |                   |                             |
|-------------------|-----------------------------|
| a) Point of sales | b) Frequent shopper program |
| c) Campaign       | d) CRM                      |



- ii) Variety means types of categories and assortment means various items of categories.
- iii) Plano gram is a graphical representation that visually shows the space to be allocated by describing where every stock-keeping unit (SKU) within a space is physically located.
- iv) With a closed display, the customer is encouraged to feel, look at, and tries on products.
- v) Predatory pricing strategy demands continuity of retail prices below the MRP mentioned on the goods.
- vi) The profitability of the retail business is influenced by two factors – one, the margin of profit on the offerings that are sold and secondly, the cost involved in selling the merchandise.
- vii) Chain of Command is the degree to which activities in an organization are divided into separate jobs.
- viii) The climatic condition does not affect store location.
- ix) The government of India has allowed FDI in the retail sector.
- x) Data Mining is not used in retail supply chain management.

**Q. 2 Answer the following.**

- a) Determine the factors influencing Retail Management (RM). [08]
- b) Discuss FDI in retailing. [07]

**OR**

- c) Explain advantages & limitations of E-tailing. [08]
- d) What is Non-Store Retailing? [07]

**Q. 3 Answer the following.**

- a) Discuss the functions of HRM in Retail. [08]
- b) Explain the factors influencing Store Location. [07]

**OR**

- c) What are steps in developing Retail Strategy? [08]
- d) State the factors influencing Retail Shoppers? [07]

**Q. 4 Answer the following.**

- a) What are the types of Merchandising? [08]
- b) Discuss various Pricing Strategies. [07]

**OR**

- c) What is Lifestyle Merchandising? [08]
- d) Explain the need & importance of Private Labels. [07]

**Q. 5 A) Answer the following.**

- i) Discuss various methods of Display. [08]
- ii) What is Mall Management? [07]

**OR**

**B) Short Note: (Any 3) (5 marks each) [15]**

- i) Customer retention approaches
- ii) Airport Retailing
- iii) Private labels in India
- iv) Visual Merchandising
- v) Store design

-- X -- X --