

( 2 Hours )

( Total Marks: 60)



Please check whether you have the right question paper.

- N.B.: 1) All Questions are compulsory.  
2) Figures to right indicate full marks.

- Q1. a) What is Retailing? Explain its importance. 15  
b) Classify retail formats with the help of a diagram.  
OR  
c) 'Foreign Direct Investment in Retailing' Briefly Explain.  
d) Explain the emerging trends in retailing.
- Q2. a) Explain the promotional strategies adopted by retail firms. 15  
b) State the importance of CRM in retailing.  
OR  
c) Explain briefly consumer behavior in retail context.  
d) What are the challenges faced by HR in retailing.
- Q3. a) What are the steps involved in choosing a retail location? 15  
b) State the importance of retail branding.  
OR  
c) What is Visual Merchandising? Explain how merchandising is presented by store planners.  
d) Explain stores designing and also explain its elements.
- Q4. A) Fill in the blanks with appropriate options and rewrite the sentences. 5  
1. The premise on which retailing activity takes place is called a \_\_\_\_\_  
a) place b) market c) store d) shop  
2. \_\_\_\_\_ is one form of retail format.  
a) Mall b) Cooperative c) store d) None  
3. Consumer shopping behavior depends on personal and \_\_\_\_\_ factors.  
a) Social b) Convenience c) Comfort d) All of these.  
4. \_\_\_\_\_ involves retailing using variety of technologies or media.  
a) e-retailing b) e-commerce c) e-marketing d) all of these.  
5. Many retailers believe that internet channel may not give them sufficient \_\_\_\_\_.  
a) Credit b) Goodwill c) Return on investment d) Image building



- B) State whether the following statements are true or false. (5)
1. Modern Retailing concept relates to sale of goods in small quantities.
  2. Food retailers are now no more related to conventional super markets.
  3. Customer Relationship Marketing and Customer Relationship Management are used interchangeably in marketing.
  4. Based on consumer demography, Indians are reluctant in buying online.
  5. Email marketing is cost effective online marketing.

- C) Match the columns (5)

Group A	Group B
1. Retailing Format	a) Electronic media for buying & selling
2. Consumer Decision	b) Technology
3. Retail brands	c) Chain Stores
4. E-market place	d) Buying process
5. RFI	e) Image

OR

- Q4. Write short note on (any three) (15)
- a) Use of Technologies in Retailing.
  - b) Data Base Management System
  - c) Green Retailing.
  - d) Retail as a Career.
  - e) Responsibilities of Store Manager