

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 right answer (Any eight)

8

- 1 Retail is the end or final stage of any _____.
a. Economic Activity b. Trading c. Manufacturing d. Wholesale
- 2 Technology is one of the dynamic factors responsible for the growth of _____ retailing.
a. Unorganised b. Organised c. Chain d. Convenience
- 3 _____ is a proven technology for automation data-collection needs of the business.
a. Barcoding b. Radio Tags c. Shelf Number d. Bill Tag
- 4 _____ factor influences a retail shopper in the buying process.
a. merchandise range b. travel time c. location d. all the above.
- 5 Retailing means sale of goods or commodities in _____ quantities directly to consumers.
a. Macro b. Bulk c. Small d. Wholesale
- 6 Customers who are satisfied with the service of a company are likely to advertise positive _____ recommendations.
a. Word of Mouth b. Purchasing c. Acquisition d. Relation
- 7 _____ products enjoy popularity and generate lot of sales in a short span of time and later go out of fashion.
a. fad b. category killers c. variety d. assortment
- 8 _____ pricing refers to the practice of using price that ends in an odd number.
a. Odd b. Single Digit c. Anchor d. Leader
- 9 The _____ Layout is cost efficient.
a. Grid b. Race Track c. Freeform d. Box
- 10 _____ & graphics help customers locate specific products & departments.
a. Maps b. Logos c. Signage d. system

Q.1.B State whether the following statements are True or False (Any Seven)

7

- 1 Franchise stores are an example of unorganized retailing.
- 2 Store Retailing is a tangible retailing channel where the customers buy products after their practical exposure in stores.

- 3 Electronic Shelf Label is a technological method used for preventing shoplifting at the exit of retail stores.
- 4 Electronic retailing permits Touch and Feel
- 5 Raw materials, machines are examples of Impulse customers.
- 6 Bar code is a series of parallel vertical lines that can be read by bar code scanners.
- 7 Consumer psychology is the study of human responses to product and service related information and experiences.
- 8 Customer Loyalty means that customers are committed to shopping at retailer's locations.
- 9 The process of CRM emphasizes on building relationship with customer.
- 10 In private labeling retailers will sell products under their own brand name.

Q2

- a. Explain the significance of organized retail. 8
 - b. Explain the non-store based retail formats. 7
- (OR)
- c. Discuss the factors responsible for the growth of organized retail in India. 8
 - d. What is e-tailing? Explain the advantages and limitations of the same. 7

Q3

- a. Explain the factors influencing retail shoppers 8
 - b. Discuss the four customer retention approaches. 7
- (OR)
- c. Explain the steps in developing retail strategy 8
 - d. Discuss the changing profile of retail shopper 7

Q4

- a. What do you mean by private label? Explain the categories of private label brands 8
 - b. Explain the process of merchandise planning. 7
- (OR)
- c. Explain the following concepts: 8
Category Captain, Buying Cycle in Retail & Staple merchandise
 - d. What is variable pricing? Discuss its types. 7

- Q.5. a. Explain the responsibilities of a retail store manager 8
- b. Explain the tools used for visual merchandising 7

(OR)

c. Short Notes (Any three) 15

- i. Airport Retailing
- ii. Digital signage
- iii. Young and Rubicam's Brand Asset Valuator
- iv. Career options in retail
- v. 5 S of Retail Operation
