

(2½ Hours)

[Total Marks: 75]

Note: 1) All questions are compulsory.

2) Figures to the right indicate full marks

Q1.A Choose the right answer (Any eight)

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- 1 _____ refers to trading activities undertaken by licensed retailers who are registered for sales tax.
i. Unorganized retailing ii. Organized retailing iii. E-tailing iv. Urbanization
- 2 _____ placed at the exits, prevent shoplifting.
i. Electronic article surveillance ii. Bar code iii. RFID iv. Stock keeping unit
- 3 _____ type of customers typically spend time in the retail store waiting for a friend or during lunch breaks.
i. Focused fulfillers ii. Time killers iii. General browsers iv. Analytical
- 4 _____ specialises on procuring eco-friendly, organic, natural and sustainable products.
i. Green sourcing ii. Green logistics iii. Green infrastructure iv. Green technology
- 5 While developing a retail strategy, 'income distribution of the population' is identified as _____ environment.
i. Political ii. Social iii. Economic iv. Technological
- 6 _____ is a tool used for measuring, improving bond & building loyalty with consumers.
i. CRM ii. HRM iii. Infrastructure management iv. facility management
- 7 _____ is a display technique in which large quantities of merchandise are displayed together.
i. Fixtures ii. Planogram iii. Tonnage merchandising iv. Window display
- 8 ₹ 599, ₹ 799, ₹ 999 is called as _____ pricing strategy.
i. Single ii. Leader iii. Odd iv. Multi-unit
- 9 _____ refer to the process and procedure that the retailer has in place for smooth functioning of the store.
i. System ii. Staff iii. Space iv. Stock
- 10 _____ is a function of the aesthetics within the store.
i. Selling space ii. Aisle iii. Interior store design iv. All of the above

Q1.B State whether the following statements are True or False (Any Seven)

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- 1 E- retailing expands market presence.
- 2 Unorganized retailing refers to traditional formats of low-cost retailing.
- 3 Informative signs and graphics confuse the customers.
- 4 FDI is beneficial to farmers in India.
- 5 Retailer's Authority of India (RAI) is the lead trade association representing an entire gamut of retailers, from chain store retailers and department stores through to independent emerging retailers, selling a wide selection of products across cities, towns, rural and virtual stores.
- 6 Indian consumers do not have a skeptical attitude towards e-retailing.
- 7 Vendor relations help to build sustainable competitive advantage.
- 8 In Franchising, the royalty is paid to the franchisor by the franchisee.

- 9 Planogram is a type of fixture in merchandise management.
- 10 Credit card fraud is a limitation of e-retailing.

Q2

- a Explain the functions performed by a retailer.
 - b Explain the significance of organized retail.
- (OR)**
- c Explain the types of multi-channel retailing.
 - d Explain Bar Coding, RFID & Ware House Clubs.

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Q3

- a Explain the steps in developing retail strategy.
 - b "Marketing Research is an important tool for understanding retail shoppers" Comment.
- (OR)**
- c Explain the objectives of CRM in retail.
 - d Explain Retail value chain and Lifestyle Centers.

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Q4

- a What is merchandising? Explain the principles of merchandising.
 - b Discuss the need and importance of private label brands.
- (OR)**
- c Explain any four pricing strategies that can be adopted by the retailer.
 - d Discuss the changing profile of retail shopper.

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- Q.5. a** What is store design? Explain its objectives.
- b** Explain the ethical and legal aspects of retailing.
- (OR)**

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c Short Notes (Any three)

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- i Green Retailing
- ii Staple merchandise
- iii 5 S's of Retail Operations
- iv Digital Signage
- v Mall management