



- Notes : 1. All questions are compulsory.
2. All questions carry equal marks.

1. a) Explain the advantages and disadvantages of Branding. **8**
b) Explain the importance of private Label Brands. **8**

OR

- c) What do you mean by category Management. Explain its Importance & objectives. **16**
2. a) Explain the importance of Gross Margin Return on Investment. **8**
b) Explain the Concept of merchandise allocation. **8**

OR

- c) State the details comparison between marks up and marks down. **16**
3. a) Explain the Importance of management promotion. **8**
b) Explain the merits and demerits of customer service. **8**

OR

- c) What do you mean by Managing receipt Explain the advantages and disadvantages of Managing Receipt. **16**
4. a) Explain the objective of store layout. **8**
b) Explain the merits and demerits of space planning. **8**

OR

- c) Explain in details the concept of Integrated Marketing Communication. **16**
5. Write short note.
a) Steps in merchandise Buying. **4**
b) Concept of Retail price. **4**
c) Components of retail operations **4**
d) Importance of store design. **4**
