

2023

Time - 3 hours

Full Marks - 80

*Answer **all groups** as per instructions.
Figures in the right hand margin indicate marks.*

GROUP – A

1. Answer all questions.

[1 × 12

- (a) Define retailing ?
- (b) What is merchandise ?
- (c) What is a Kirana store ?
- (d) What is retail location ?
- (e) What is retail layout ?
- (f) What is retail brand ?
- (g) What is CRM ?
- (h) What is target market ?
- (i) What is Departmental store ?
- (j) What is Telemarketing ?

[2]

- (k) What is Direct marketing ?
- (l) What is speciality store ?

GROUP – B

2. Answer any eight of the following questions within two to three sentences each. [2 × 8

- (a) What is the social role of retailing ?
- (b) What is retail-mix ?
- (c) What are the communication-mix elements ?
- (d) What is merchandise planning ?
- (e) What is the importance of stores management ?
- (f) What is retail marketing-mix ?
- (g) What is importance of store design ?
- (h) What is visual merchandising ?
- (i) What is retail equity ?
- (j) What is retail supply chain ?

GROUP – C

3. Answer any eight of the following questions within 75 words each. [3 × 8

- (a) What do you mean by 'Product-Mix' and 'Product-Line' in retailing ?

- (b) What is a 'Chain Store' and how is it different from a 'Departmental Store' ?
- (c) What is 'Retail Marketing-Mix' ?
- (d) What are the factors considered in retail location decision ?
- (e) What personal and social factors influence consumers' retail selection decision ?
- (f) What are the factors affecting merchandising functions ?
- (g) What is 'Retail aesthetics' and what is its significance in retailing decision ?
- (h) What is 'Retail Atmosphere' and it is associated with retail management decision ?
- (i) What are retail pricing strategies ?
- (j) What are the applications of technology in retailing ?

GROUP – D

Answer all questions within 500 words each.

4. Give a picture of the recent trends of popular retailing formats in India. Outline the challenges and future perspectives of retail industry of this country. [7]

OR

What are different 'Retail Theories' ? What are their objectives and what is the importance ?

P.T.O.

5. What is the importance of retail stores management and what are the factors considered in effective stores management ? Outline on interior store design and layout. [7]

OR

What is Assortment in retailing ? What is its nature and objective and how it is associated with effective stores management ? Describe the process of assortment management.

6. Describe the importance and objectives of space management in retailing. Outline the factors taken in to consideration for this and different strategies of space management. [7]

OR

What are the objectives and different elements of retail communication and what is the emerging trend of retail promotion techniques ?

7. How far CRM has been adopted in retailing in recent days in Indian retail industry ? Discuss the steps involved in CRM process. [7]

OR

Give a clear picture of the Human Resources Management practices in Indian retail industry. Outline the future challenges of retail sector of this country.